



Going Strong in a 12-Year Relationship: All Time High ROI of 56x

Our Client

For over 20 years, this \$5.5B company has been helping leading enterprise organizations accelerate business breakthroughs and deliver outstanding cost efficiency through innovative data storage and management solutions. Organizations worldwide choose this leading technology company for its “go beyond” approach and broad portfolio of cloud computing, flash storage, and disk-to-disk backup solutions.

Situation

Back in 2005, our client turned to Televerde to create a demand center of excellence to support current customer inquiries, enterprise field sales, and partner enablement. With the successful completion of the center, Televerde was hired to create an inbound team to capture inquiries from all sources, including contact us inbound forms, toll free inbound calls, emails, and interactive chat. When recent industry changes required our client to start long-term strategic planning for an international sales expansion, a rebranding effort, and a comprehensive overhaul of business processes, they once again turned to their long-standing partner, Televerde, to continue generating sales and marketing success.

Solution

Over the past twelve years, Televerde and this industry leading data storage company have grown together through a relationship built on trust and results.

“Televerde has been a consistently strong partner for us. Our bottom line has improved every year since 2005 because of the dedication of the Televerde team.”

-Sr. Marketing Manager

Industry:

- Technology: Data storage

Highlights:

- Long-term customer loyalty
- Consistent YOY growth
- 25% YOY increase in inbound lead conversion
- 2016/17: 56x ROI, \$54M pipeline, \$11.2M closed/won business
- 2014/15: 54x ROI, \$42M pipeline, \$11.2M closed/won business

Televerde Services:

- Inbound lead support
 - 1-800#
 - Online contact forms
 - Inbound email
 - Interactive chat
- Outbound lead development
- Data Intelligence
- Event Recruitment
- LDR/SDR sales team in LATAM

Televerde's own global expansion has helped facilitate this client's recent international needs in a changing business climate. In addition to remaining responsible for all of this client's inbound lead support in the U.S., Televerde helps manage event recruitment campaigns and partner channel programs, and recently launched Lead Development and Sales Development agents in Latin America to support the company's sales and marketing efforts in Argentina, Brazil, and Chile.

Results

From 2005 through 2009, Televerde-supported programs delivered more than 15,000 leads and created \$120 million in incremental revenue for this client. Results keep improving year-over-year, and in 2016, Televerde generated \$14.1 million in revenue for the company, along with \$53.9 million in pipeline from inbound support programs.

As the relationship has grown, so has this client's ROI, which is now up to 56X overall. Televerde is a strategic partner trusted to help drive long-term revenue growth through people, technologies and processes.



Contact Televerde to start raising more revenue today.

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