

Discovering Value in Buyer Trends

Our Client

itelligence is a \$1B company dedicated to the implementation, consulting, outsourcing and reselling of SAP solutions. They are a global company and one of the most recognized partners in the SAP ecosystem, with six SAP certifications. itelligence's IT expertise helps their clients make the right choices, operate more efficiently and adapt to markets and opportunities. itelligence is headquartered in Germany and the North American division contributes 10% to the overall revenue.

Challenge

Prior to engaging with Televerde, itelligence's marketing efforts for demand generation focused primarily on webinars hosted through third-party vendors. With a heavy emphasis on a single marketing channel, they were dependent on webinar vendors to identify and source prospects. However, itelligence lacked a true qualifying process (BANT), which created difficulty when aligning attendees to the target industries.

Not surprisingly, the sales team was dissatisfied with the lead quality. In addition, the company aimed to expand marketing activities into the retail, manufacturing and consumer packaged goods industries. To accomplish these goals and increase lead quality, itelligence needed to update their contact database and optimize their Marketo marketing automation platform.

Solution

Televerde designed a strategic demand generation approach to reach their target market and expand into new verticals. First, a database cleanse was conducted to populate relevant contacts and leads into the CRM and Marketo platform. New contacts and accounts were identified in the target industries that met client criteria, then invalid contacts were flagged and removed.



Industry

- Professional Services
- Software Technology

Success Highlights

- Pipeline value of \$14.6 million
- Closed business of \$7.8 million

Televerde Services

- Teleservices
- Data Intelligence
- Marketing Technology
- Cloud Connector



The discovery of target industries, key people, companies and contacts provided a strong pool of leads. Televerde layered in sales development representatives (SDRs) to help qualify the leads and identify buying opportunities in an effort to send only highly qualified leads to the itelligence field sales team.

During a 6-month pilot focused on solutions, which typically takes 9-12 months to close, Televerde focused on pipeline value and the engagement metrics along the buyer's journey. itelligence had the flexibility to utilize the representatives to support their demand generation needs across targeted leads, webinar attendees, event recruitment and driving in-person sales meetings at industry events.

itelligence was thrilled with the performance of the pilot program, particularly the detailed call notes from the agents and the pipeline growth. In addition to BANT qualification, the SDRs discovered trends and information that led to changes to the marketing strategy and product. Additionally, the feedback helped them hold third-party vendors accountable for the webinar investments.

Televerde successfully uncovered prospect needs and built pipeline, which expanded marketing strategy to include lead nurture, online lead follow-up and inbound marketing by utilizing the Marketo platform. As a certified partner of Marketo, Televerde administrators helped drive the leads into the qualifying funnel.

Result

The impact of the Televerde team resulted in an astonishing pipeline value of \$14.6 million. Along with the sales pipeline, itelligence gained meticulous marketing information with valuable conversations about people, markets, verticals and content needs. Since the launch, the combined marketing and sales efforts have resulted in an additional \$7.8 million of closed revenue.



Why itelligence Partners with Televerde

“The Televerde staff working on our account are so much more than telemarketers. They are experienced consultants who, when given the opportunity to review a campaign strategy, offer a multitude of ways to leverage their services that ensure maximum results. Our relationship with the Televerde team has evolved far beyond client and vendor and into a true partnership that has continued to drive measurable results.”

*Becky Wright
Vice President of Marketing
itelligence*

Contact us to start accelerating sales today.
Visit televerde.com or call us
888-787-2829