

Televerde Client Case Study

Data and Event Recruitment Solutions Combine to Create Webcast Success

Hitachi Consulting is a global provider of business and IT consulting services. Focused on delivery of practical business and technology solutions, Hitachi Consulting, part of Hitachi Ltd., provides a balance of strategy, people, process and technology to meet the needs of their clients and provide sustainable ROI. Hitachi Consulting seeks to gain market share and introduce innovative solutions with their expanding service offerings. Their clients include 25% of the Global 100 and have operations in the U.S., Europe and Asia.

Challenge

Hitachi Consulting teamed with Microsoft to generate awareness of the consulting company's Field Services for Microsoft Dynamics AX software solution. They worked together to create an engaging and informative webcast intended to educate the Field Service industry on the "top four secrets" to field service success and highlight their software solution.

Field Services is a business function within a company, rather than an industry categorized by a specific Standard Industry Classification (SIC) code. Hitachi Consulting was unable to simply purchase a database list knowing that the companies would have a field services role within their business. The ultimate challenge for the Hitachi Consulting Marketing Team was to better define their precise target market starting with a very large list of companies comprised of a wide range of industries. From this large and indistinct list, the next step was to pinpoint those companies with a Field Service business function. Finally, Hitachi Consulting needed to identify the decision-makers within the Field Service operations.

The task was challenging and very time-consuming, though it was necessary to create immediate selling opportunities and build a pipeline of valuable prospect companies that could be nurtured and developed into future opportunities. In order to identify prime targets in this vertical segment, Hitachi Consulting required an intuitive marketing intelligence provider experienced in identifying and reaching such a wide base of prospects with precision and efficiency.

Televerde Solution

The Hitachi Consulting marketing team partnered with Televerde to design a three-pronged campaign strategy:

1. Identify organizations with large Field Services groups
2. Inform decision-makers about the informative webcast
3. Drive qualified candidates to register for the webcast through a simple online registration process

Televerde's event recruitment and Exactus™ data enhancement & contact discovery solutions fit their exact requirements.

The campaign utilized Televerde's Market Specialists who have uniquely qualified expert industry knowledge based on daily dialogs with business leaders and decision-makers. Televerde's team has the required human insight to intuitively know who to call, enabling them to target exactly who is best suited for the webcast using Televerde's robust Exactus™ data set.



Overview

Industry:

IT Consulting and Professional Services

Success Highlights:

1. Televerde identified 105 new-prospect companies that had interest in Hitachi Consulting's solution
2. Hitachi Consulting achieved record attendance to their webcast with 98% attending the full hour presentation
3. The Televerde online registration program provided an opt-in feature that doubled the number of prospects with interest for future marketing endeavors – ensuring no opportunity is left behind

Televerde Service Areas

Deployed:

- Marketing Event Recruitment
- Exactus™ – Enhanced Data and List Management

"The Televerde team did an amazing job of quickly identifying companies that met our target profile, seeking out the appropriate decision-makers and then compelling them to attend our event. They far exceeded our expectations that we set for success!"

*Craig Burbidge, Vice President,
Dynamics Marketing*

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Televerde provided daily access to the results. The dedicated Televerde Project Manager worked closely with the Microsoft Partner to develop and modify the campaign as necessary to gain maximum results. Significant planning and incremental adjustments were made to the script to achieve the campaign goals of identifying target candidates and driving them to the self-registration process. As a true solutions partner, Televerde took the process one step further; if the qualified candidate did not register immediately, Televerde would nurture the opportunity to engage in further dialog and prompt them to register. It was a commitment to identify every possible opportunity for Hitachi Consulting.

Results

Within 30 days, Televerde provided a list of qualified prospects, managed the list, and used selective market intelligence to carefully identify the “right” targets with field services personnel.

The online webcast was a great success and optimized the ROMI. This registration set new records for Hitachi Consulting, with a remarkable 169 qualified registrants representing 105 companies with more than 75% of the registrants being new prospects for the company. The Hitachi Consulting marketing team confirmed that attendee satisfaction reached an all-time high. They experienced a record low drop-off during the one hour presentation of only 2%, compared to the industry statistical average of 70-80% drop-off of webcast attendees. The success rates for registrants and remarkable participation were notably the result of highly targeted and selected attendees, based on feedback from Hitachi Consulting.

Televerde provided the value-added service of monitoring registration and follow-up with those who did not register immediately to ensure no opportunity was left behind. Hitachi Consulting benefitted by the proven online registration with human interaction introduction and follow-up methodology.

Televerde provided access to all interested and qualified targets, doubling the amount of qualified prospects and creating a substantial list of targets interested in the Hitachi Consulting Field Services solution. Every registrant was able to opt-in for future contact from the company. As a result of Televerde’s real-time reporting, Hitachi was able to follow-up by sending emails to everyone who registered with a link to download the field service white paper and view the recorded presentation posted to the web site. The Televerde Interest Report and the Registration Report provided added value because more leads were put in their pipeline. Hitachi Consulting knew of every qualified prospect Televerde identified that had interest in their solutions.

Televerde helps successful B2B companies achieve their revenue goal with strong ROI by finding their most qualified buyers and converting them to sales-ready leads. We do this by blending accurate and enriched data with relevant human touch and digital outreach. Our solutions directly address their early, mid and late-stage pipeline challenges.