

Healthcare solutions company expands sales capacity with Televerde.

Our Client

A Healthcare solutions company provides valuable practice management and electronic health record technology to physician practices, hospitals and other healthcare providers.

Challenge

Our client was having trouble reaching the right people. Managing lead development programs in-house proved difficult with high turnover and long ramp times. Sales-ready leads were hard to come by without a consistent lead-generation engine and seasonal sales traffic put strains on their existing staff. Inbound leads were going untouched due to insufficient staffing.

Solution

Our client turned to the experts at Televerde for a more flexible, cost effective program. The cornerstone for the program was built on a proven lead qualification strategy that utilizes their KLAS[®] performance rating to enhance market positioning.

A dedicated skilled and flexible teleservices team qualified prospects and serviced inbound customer inquiries. Televerde optimized the Marketo marketing automation technology to address Web-based requests in a timely fashion. During peak seasons, especially after tradeshow and other events, the Televerde team was expanded easily to meet spikes in demand.

Industry

- Healthcare

Success Highlights

- Over \$18 million in sales pipeline
- Over \$1 million closed won

Televerde Services

- Demand Generation
- Marketing Technology
- Teleservices

Results

With proper lead qualification from the Televerde agents and marketing automation campaigns, the company's inside sales reps began receiving leads that converted. The Televerde solution delivered over \$18 million in pipeline with over \$1+ million in closed won business to date.



Contact us to reach your healthcare audience more effectively.

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