

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. Headquartered in Germany, the North American division of Itelligence contributes 10% to the overall revenue.

Situation

Prior to engaging with Televerde, Itelligence demand generation marketing efforts focused primarily on webinars hosted through third party vendors. With this heavy emphasis on a single marketing activity, they were dependent on webinar vendors to identify and source prospects. However, no qualification was being done to ensure that the attendees belonged to the key target industries or targeted personas.

Not surprisingly, the sales team wasn't happy with the lead quality. In addition, the company wanted 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 platform.

Why Itelligence Partners with Televerde

"The Televerde personnel working on our account are so much more than telemarketing. They are experience 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 our Televerde team has evolved way beyond client and vendor and into a true partnership that has continued to drive measurable results."

- Becky Wright,
Vice President of Marketing

itelligence NTT DATA Business Solutions

Industry

- Professional Services
- Software Technology

Highlights

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

Televerde Services

- Teleservices
- Data Intelligence
- Marketing Technology
- Cloud Connector

Solution

Televerde put together a strategic demand generation approach to reach their target personas and expand into new verticals. First, we conducted a database cleanse so that relevant contacts and leads populated the CRM and Marketo platform. We identified new contacts and accounts in the target industries that met the client key criteria, then invalid contacts were flagged and removed.

Identifying the target industries, personas, companies and contacts provided a strong pool of leads. Televerde layered in sales development representatives to help qualify the leads, identifying buying opportunities in an effort to only send highly qualified leads to the Itelligence field sales team.

With a 6-month pilot focused on solutions that typically take 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 industry event sales meetings.

After the 6 months, Itelligence was thrilled with the call note detail and growth of the pipeline. In addition to BANT qualification, the sales development representatives discovered trends and information needed to make marketing strategy course corrections and product changes. Additionally, the feedback helped them hold third party vendors accountable for the webinar investments.

With Televerde's success in uncovering prospect needs and building pipeline, the marketing strategy expanded to include lead nurture, online lead follow-up and inbound marketing utilizing the Marketo platform. As a certified partner of Marketo, Televerde administrators helped drive the leads into the qualifying funnel.

Result

The Televerde team's impact has resulted in an astonishing pipeline value of \$14.6M. Along with the sales pipeline, Itelligence gained meticulous marketing information with valuable conversation about personas, markets, verticals and content need. Since launch, the combined marketing and sales efforts have resulted in an additional \$7.8M of closed revenue.



Contact us to start accelerating sales today.

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