



CASE STUDY

Streamlining the Lead Generation Process

Client

A Fortune 100 manufacturer of computer hardware, software, peripherals, and accessories

Business Challenge

The Client needed assistance in consolidating and increasing the quantity and quality of leads generated through a combination of various web, outsourced, and internal initiatives. Moreover, the Client did not have a system in place to qualify, track, or measure the success of these leads, or to follow up with the resellers that received leads to measure close rates.

Solution

Direct Alliance proposed the formation of two teams to streamline the lead generation process. The outbound team was responsible for profiling customers to define lead-generation requirements, prospecting, and providing a positive customer experience. A second web team established and worked a "live chat" link for customers contacted through the lead-generation process.

Metrics

Direct Alliance had the two teams up and running within 45 days including a process to generate and compile leads and follow-up with customers to evaluate close rates and a reporting system to quantify results and substantiate ROI. The Client experienced a 100% increase in closable leads and a significant improvement in customer satisfaction.