

# How SMARTe delivered Global Data for a Leading Telecommunications company to improve outreach efficiency by 29% across geographies

## Customer

A leading telecommunications and technology company, offering a full range of communications services and competing in all telecommunications markets.

## Challenge

A single vendor who can provide global data for ANZ, Europe & North America. Data Enrichment of the current CRM data and GDPR compliant data for Europe campaigns and communications.

## SMARTe Solutions

- > Bespoke Contacts with 100% accurate SLA guaranteed customized Global data
- > Data Enrichment to optimize follow-up communication with latest updated information
- > GDPR compliant data for Europe campaigns

## SMARTe Deliverables

> APAC	-	5,359
> North America	-	44,157
> Europe	-	23,601
> New Data	-	47,090
> Data Enrichment	-	26,027

## Business Benefits

The real boost was to the overall ROI of the sales and marketing teams. They got updated valuable insights to connect to their prospective accounts. The demand generation team were able to make more productive calling and emails with good data delivered by SMARTe which added more 2.5 hours of productive calling. **Marketing teams were able to improve the MQL to SQL by 16% which helped increase the number of opportunities in sales pipeline.**



## The Customer

A largest telecommunications company which builds and operates telecommunications networks and markets voice, mobile, internet access, pay television and other products and services.

## The Challenge

In a constantly evolving industry like telecommunications; Names, Job titles, and Technologies change very fast. The talented lead generation teams and sales managers used to spend limitless hours each week for more accurate contact, company's and technology stack information for organizational changes at potential customers. They used to spend lot of time identifying new opportunities and it eventually had longer closing cycles.

They were not only wasting their most valuable revenue-driving employees' time, but they were missing out on dozens of promising and potentially lucrative new leads each week.

## The Solution

To support their territory specific sales engagements, SMARTe delivered Global Data which includes Australia, New Zealand, Europe and North America. We provided the most accurate detailed customized Prospecting global data along with technology install base information and mostly direct dials.

Along with Data Discovery for their global territories the Data Enrichment services via Bespoke Contacts helped to streamline their CRM / MAP data. The Data Enrichment of the fields like Emails (100% guaranteed), job titles, web leads, industry, revenue and many more improved the data hygiene making a direct impact to their various campaigns. It improved the campaigns reach by 29%.

Post GDPR, all Europe campaigns were running a roadblock and hence it was required to have an opt-in data. SMARTe provided GDPR compliant double opt-in data to meet the changing regulations. SMARTe was able to deliver double opt-in (Phone Verified) and single Opt-in (email verified). It enabled them to plan and execute further expansion and growth in Europe.

*"It's been an ease of use for all our campaigns post streamlining. The overall communications have become more efficient ... which is huge win..."*  
stated VP of Sales APAC.