

SMARTe increased opportunity win rate by 61% by implementing named account intelligence along with real-time Data Enrichment & Tech Install Base for a customer experience company

Customer:

A leader in both cloud and on-premises customer experience solutions. 11000 companies from 100 countries trust them- powering 25 billion world's best customer experiences.

7 Years
Delivering
Global Data

“Over the last 7 years, SMARTe has been providing us with great quality, clean data which has helped our sales folks spend less time on researching and more on active sales! Our closed to win ratio has increased from 12% to 43%.”

- Director Marketing, US

Challenge:

- ▶ Lack of Company and Technographic Data Intelligence affected their Account Strategy Planning process.
- ▶ Missing and incorrect information on leads from the website, events, social and direct sales
- ▶ Anomalies in data led to wastage of sales time in researching and slower follow-ups
- ▶ Inadequate market intelligence data across geographies
- ▶ Duplicate data found in CRM which made Sales alignment difficult
- ▶ Real-time scaling and upkeep of CRM / MAP data was challenging

Business Benefits:

Improved productivity and increased personalized engagement across various channels. Enrichment of their CRM made sales and marketing more efficient for all outreach programs Clean and intelligent data helped their marketing campaigns to be more effective Real-time information helped them maintain a clean, up-to-date CRM.

Solution:

Since 2011, SMARTe has been working as a partner with the customer and helped them achieve a 61% business growth by improving and managing their data health.

Results:



143,000+
Total Data
Delivered



85203+
Contacts
Enriched



12000+
Leads
Engaged



2000+
Opportunity
Every Year

SMARTe was approached to help the customer target prospective buyers coupled with real-time marketing intelligence.

SMARTe has helped them

- ▶ Identify high priority target personas from specified companies.
- ▶ Enrich inbound leads for missing information and normalize all contacts and accounts present in the CRM.
- ▶ Explore the competitive landscape for their target market
- ▶ Deliver net new contacts for hidden opportunities within NA, EMEA, LATAM, APAC
- ▶ 100% accurate sales ready data for Sales Enablement strategy