

VSynergize helps Indian Telecom Giant Grow Reach In New Segments With ABM-Led BANT Leads Program

The Client is an Indian-based leading player in the connectivity and communication solutions market serving enterprise customers. With services ranging from connectivity, collaboration, cloud, security, IoT, and marketing solutions, it offers a comprehensive portfolio of ICT services for businesses in India. They help enterprises maintain business continuity with a comprehensive portfolio of connectivity and digital solutions.

CHALLENGE

For the better part of two decades, the Client has carved out decent market coverage across a broad range of industries. The company maintains a number of Fortune 500 brands and official agencies in its customer portfolio.

The Client, however, recently ramped up customer acquisition activities in verticals where it lagged behind competitors. The move required committing additional time and people—which were already at a premium internally at the company. To avoid diverting resources away from other ongoing marketing initiatives, the Client decided it was better to outsource the prospecting activities for the new campaign.

The key was to partner with an outsourced marketing agency that had the right services and track record to effectively meet the company's prospecting requirements

SOLUTION

VSynergize designed an account-based BANT Leads campaign, an exact program that the Client needed. After a thorough evaluation process, the Client signed up for a six-month contract which was then renewed for another six months.

- Account-Based Multi-Channel Lead Management via Voice and Email
- Set up BANT(Budget, Authority, Need, Timeline) qualifying questions and parameters along with the client's Sales team
- Sales Enablement & Support which included Team Training, Emailers, Landing Pages
- Account Management with Strategy Building, Reporting, and Analysis

VSynergize's Goal

- Target potential customers from decided industries to expand the account list
- Identify the most relevant decision-makers in each target account, which include IT executives and CFOs
- Contact and qualify these decision-makers according to BANT questions

❖ Account Research and Selection:

The target account specifications were further refined by analyzing the Client's top customers and comparing qualities such as technologies in use, geographic focus, and customer base.

VSynergize then prepared the target account list using the in-house database and external data sources.

❖ Account and Prospect Profiling:

There were two key buyer personas (decision-maker groups) targeted in the campaign: IT executives and CFOs. The Client provided further demographic and firmographic qualities for segmenting the contact list.

❖ Multi-touch, Multi-channel Outreach:

Each of the two target prospect segments was contacted and qualified using a unique lead nurture path and personalized messaging strategy. Each lead nurture path was comprised of multiple touches, which were carried out based on a combination of automated engagement and one-on-one interaction.

RESULT

VSynergize is in its 10th month of delivering a successful ABM-led BANT Lead program which gave the client:

- An insight into prospect's pain points, helping them tweak their offering while communicating
- A strong sales pipeline for the next 12 months
- Focus on the right decision-makers in their account list

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- An expanded pool of target accounts and qualified decision-makers available for the Client contact list
 - The Sales team started hitting revenue goals
 - Added a pipeline value of between \$3 million to \$4.5 million in potential new business.

“Working with the VSynergize team has been a delight for us. They bring to the table not only their 2-decade long expertise but strong also domain skills to tackle any obstacle. Our dedicated Account Manager and the team are proactively involved in our campaign, making sure we get the highest quality leads relevant to our industries. We hope to continue this partnership even longer”

Senior Director - Demand Generation

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