

Successfully identifying prospects for a B2B portal

The client

eCS' client supplies a business-to-business portal that allows its enterprise customers to manage their own end-user accounts seamlessly, online.

The campaign

The client needed to expand its sales pipeline of network operators in both the NAM and Europe regions. It had already executed a number of successful lead generation campaigns with eCS, utilising eCS' extensive contact database, knowledge of the telco ecosystem and technical experience.

We delivered a

45%

raw prospect to qualified lead success rate

Meetings booked with

Chief Architect - Business & Public Sector, Digital Apps Go to Market Group Head, Senior Enterprise Architect, Head of Systems & eCommerce, IT, Director Charging and Policy, Commercial Operations & Digital Products and others .

The challenge

The solution, an integrated portal experience designed to allow enterprise customers to manage their accounts online was dual purposed, giving operators a new business revenue stream but also improving business customer

experience, whilst reducing calls to customer support.

With that in mind eCS had to approach the campaign, utilising their extensive database to ensure relevant contacts ie Head of B2B/Enterprise/Public Sector customers or related roles, were targeted using our voice-led approach, providing clear explanations regarding the business customer and commercial benefits. Once interest was successfully generated, virtual meetings were arranged for our client to further present the solution with their product management team.

Using eCS's extensive in-house database of global CSPs we were able to identify our client's key prospects. The

selection was based on target account, job persona, and profile. Contact with these individuals was prioritised for the call-out stage of the campaign.

The results

eCS targeted 20 operators and guaranteed a minimum success rate of 30% ie 6 qualified lead meetings.

However, eCS delivered 9 qualified virtual meetings, **a 45% conversion rate, which far exceeded client expectations**, particularly for leads generated for US operators which historically had been a significant challenge.



LEAD GENERATION
SPECIALISTS IN TELCO &
BROADCASTER SECTOR

eContact Services, 72 North Vennel Lanark, UK, ML11 7PT
+44 (0)1555 666344
www.econtactservices.com