

Delivering qualified leads for an end-to-end OSS solution

The client

eCS' client is a leader in the Telecoms and Utility Sector providing comprehensive solutions for end-to-end support of the business processes required to efficiently manage network infrastructures. Its Network Inventory solution provides best-in-class GIS capabilities and physical network inventory management. The company is a long-standing client of eCS.

The campaign

eCS' client partnered with another vendor whose Network Intelligence solution provides a single seamless Resource

We delivered a

50%

raw prospect to qualified lead success rate

and Service inventory for Networks Operators and CSPs that delivers a fully integrated inventory experience and complimented our client's offering.

The two companies created a complete end to end OSS solution and eCS' client wanted leads to be generated for this new service offering. Based on its knowledge of eCS and previous campaigns that had been successfully executed, the client was confident that eCS could successfully bring the new product to market.

Meetings booked with

Head of Network Architecture, MD Architecture & Strategy,

Group Chief Architect, Head of Network Engineering & Design, Principal Architect, Head of Internet Service QoS and QoE delivery and others.

The challenge

The client urgently wanted to target fixed and broadband network operators in Western and Eastern Europe, where there may be a requirement for a Network Intelligence solution, either in conjunction with an existing deployment of their own Network Inventory solution or without. Using eCS' extensive in-house contact database and voice-led methodology approached, target job personas including

Head of OSS, Head of Broadband, Fixed, Architecture etc. The objective was to articulate the new solution, explaining some of the operational benefits and building interest that would lead to confirmed and qualified sales meetings.

The results

eCS guarantees a minimum of 30% conversion rate of operators targeted to qualified leads delivered. From the list of target accounts, **eCS delivered 50% success rate** and as a result, a long term relationship was established with both our client and their partner to conduct joint lead generation campaigns.



LEAD GENERATION
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BROADCASTER SECTOR

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