

Generating high-quality leads in the network experience solutions market

The client

eCS' client is a provider of solutions that deliver real-time end-to-end subscriber-level visibility to power Service Operation Centers in the telecoms industry with a sophisticated customer analysis solution. The solution in this campaign is a cloud-native, multi-access and multi-vendor product that provides end-to-end insight into an end-customers network experience.

The campaign

The focus of the campaign was on generating leads wherein the targeted certain personas, including CTO,

Quality of Service (QoS)
Quality of Experience (QoE)
CEX
Network Insights
Network Monitoring
Asset Performance Optimisation
Data Aggregation
Data Collection
oRAN
BYOD (Bring Your Own Device)

We delivered a

65%

raw prospect to qualified lead success rate

Head of Network, Head of Operations and Head of Customer Experience of Network Operators would agree to a meeting with eCS' client.

Meetings booked with

Enterprise Architect - Service Assurance, VP Convergent Networks Control, Director Network Architecture and Development, Network Assurance Manager, Sales and Customer Care Director, and others.

The challenge

The client's product enables any operator to extend its

network management capabilities for its newly launched 5G mobile network as well as its existing fixed and mobile services more effectively, while maintaining a seamless connectivity experience for its customers.

It wanted the campaign to leverage its successful partnerships with a number of operators and thereby expand its footprint in Europe. To achieve this, it needed a marketing partner with extensive experience and telco expertise to carry out an outbound voice-led lead generation campaign focused on both fixed and mobile operators in the target region.

The results

eCS targeted 20 named prospect accounts in Europe and **succeeded in providing 13 qualified lead meetings - a result rate of 65%.**

The results were **beyond the client's expectations** and particularly noted the high quality of eCS' overall management of the campaign. It now plans to repeat marketing campaigns with eCS on a regular basis and realise that digital marketing is no longer effective for them.