CASE STUDY

ecs LEADS TO SUCCESS

We delivered a

60%

conversion rate from raw target to qualified sales lead

How eCS helped Evolving Systems to successfully establish a footprint in the LATAM market

The challege

Evolving Systems, a leading global supplier of Customer Value Management products and solutions for telcos had prioritised expansion into the Latin America region. However, the company was struggling to generate sufficient sales leads to meet its targets in a completely new geography. Thus, Evolving sought to leverage eCS' expertise to successfully establish its footprint in the Latin American market.

Evolving's CVML products have a well established reputation in many geographies but entering a new domain where its prospect base was being built from scratch presented a real challenge.

The client

Evolving Systems is an established supplier with a quarter of century's experience delivering solutions in both OSS and BSS. It had worked with eCS successfully on a number of campaigns over a three-year period prior to the one described in this Case Study. As a result of its previous experience, Evolving was well aware that eCS' foreign language capability as well as its database would provide a considerable advantage in its attempt to enter the Latin American market.

The campaign

The initial campaign targeted 25 hand-picked CSPs

across the new territory, with eCS responsible for identifying specific individual targets within each company. The mandate was to confirm introductory meetings/ presentations with the target as well, importantly in the case of a new market, to gather business intelligence where possible.

Meetings book with

Some of the job titles where meetings were booked:

Head of CVLM
Loyalty Manager
VP Consumers
Head of Enterprise
Marketing Head, Europe
Director of Customer Retention

The results

The campaign achieved a **60% conversion rate from raw target to qualified sales lead.** Over the four-week period during which the campaign ran, daily contact and reports were provided by eCS to Evolving tracking conversations and information gleaned in considerable detail. The client provided the eCS team with extensive training at the start, allowing eCS' team to become extremely adept in presenting the client's technology.

Client view

"Entering a new geography is challenging for a marketer. You lack established contacts. Research alone doesn't complete a full picture of a region's nuances. There can be language barriers. Your solutions may be less familiar than they are elsewhere. With eCS, we were able to work with an experienced partner long present in the target geography and with access to the prospects we needed to reach. Without question, we were able to launch ourselves, into a new region, far more effectively than we could have expected to have done using in-house resources alone".

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