

Case Study: Sales Lead Management



The client



The challenge

To put in place a low cost sales support function for the UK business development team...

Market context

Achieving increased levels of customer satisfaction without using expensive pre-screening resources is a continuing challenge to technology related companies. Customer's expectations are for the initial call to be handled efficiently, and for a fully informed follow up to occur in a timely fashion.

Approach

FirstPartner's solution was to provide first line call answering for business enquiries and a distributed CRM application accessible over the web to provide lead information and sales force follow up monitoring..



Key deliverables

The Sales Lead Management service delivered the following benefits:

- A highly customised service tailored to the sales team's specific requirements.
- Outsourcing delivered lower costs while achieving high levels of sales lead management
- Monthly reporting and analysis to ensure effective sales follow up and market trend analysis for product management

Project delivery

FirstPartner initially worked with the client to select and implement the necessary tools and processes, and has provided the ongoing lead management services.