



Denave's demand generation services led to a 75% adoption rate increase for a cloud-based product



CLIENT

Leading American multinational software corporation



BUSINESS OBJECTIVE

- ▶ Increase the adoption and renewal rate of their subscription based licensing model
- ▶ Increase the renewal rate by engaging with customers from the time of first purchase itself, by providing them support for registration
- ▶ Strengthening the customer connect by imparting product usage awareness amongst the customers – Done by sharing information around the adoption/usage of the licenses



THE CHALLENGE

- ▶ Low rate of adoption of software licenses which were bought
- ▶ Since the initial adoption rate was low, it caused a cumulative low rate of renewals as well
- ▶ A not-so-significant market share since the brand was unable to effectively retain the existing customers



THE DENAVE EDGE

- ▶ A structured approach with clear strategies mapped against requisite outputs
- ▶ Excellent data analysis skills
- ▶ Well-trained and skilled brigade of tele-advisors



SERVICES OFFERED

- ▶ Demand Generation through Predictive Renewals



PROGRAM REACH

📍 PAN India



THE RESULT

- ▶ The adoption rate trending at 75%
- ▶ Nurturing is trending around 52%