



**Denave's tele-led Lead Generation program resulted in creation of 500 opportunities for a renowned ERP brand across industry segments**



## CLIENT

A leading enterprise software company



## BUSINESS OBJECTIVE

To increase the customer base for its product categories, especially in the SMB Market. This included penetrating deeper into the market and acquiring new customers by generating leads within the specified BANT criteria and help in net new customer acquisition.



## THE CHALLENGE

- ▶ To increase the market footprint of the brand
- ▶ To identify the untapped potential customer base and propagate brand acceptance and value proposition against the competitors saturating the market place



## THE DENAVE EDGE

- ▶ A strong and strategic tele lead generation engine created a differentiator
- ▶ Denave aligned with the client's premium partners in India and thus ensured a strong funnel built up for them through a generation of BANT qualified leads, ultimately driving a strong sales impact
- ▶ A strong competency in leveraging the maximum out of the available database along with technology-based database extraction provided the edge



## PROGRAM REACH

📍 PAN India



## THE RESULT

- ▶ A total of 500 lead generated in last 2 years
- ▶ This volume resulted in accelerating the demand of ERP software which in turn resulted in increasing its market share
- ▶ Due to the success of the program, existing partners renew their businesses as soon as their program gets over while also referring new partners to do lead generation activity with Denave – ultimately making it a continuous customer acquisition engine