

WORLD'S LEADING CONSUMER TECH GIANT

Leveraged digital and tele services to ensure business continuity and consistent growth despite market slowdown

COVID19 lockdown has impacted Feet-on-Street (FoS) outreach. Additionally, due to a lack of clarity in the evolving business landscape, businesses are reluctant to new investments.

Denave leveraged digital and tele medium to engage with customers and partners for case follow-ups, new account profiling and online demos. A regular prospects outreach via teleservices and online tools like WebEx was conducted to ensure business continuity

IMPACT

- The tele team generated an average of 3 leads per day
- The FoS team conducted 5 demos over video conferencing per week
- The tele FoS team supported by tele team together generated 1000+ leads in April 2020