



Experience Paper

REVENUE GENERATION SOLUTIONS

Lead Generation Experience

Demonstrated Lead Generation experience with:

- A health insurance provider
- A computer manufacturer
- An integrated business software systems company
- A global technology solutions company

TeleTech's lead generation program starts with setting solid lead targeting and profiling criteria with the client. Once goals are established, TeleTech's expert marketing analytics organization compiles a target database that matches the marketing goals. TeleTech performs analytics to ensure a successful program start; analytic programs include propensity modeling, customer segmentation, regression analysis, de-duplication, and do-not-call scrubbing.

Our lead generation program provides benefits across industries. TeleTech teamed with a health insurance provider to aggressively increase group health insurance membership levels targeting the small and medium business (SMB) segment. A computer manufacturer deployed two sales teams to streamline the lead generation process, including outbound sales and web teams. TeleTech implemented proven training and coaching techniques which helped improve sales performance within the first full month for another client. We also provided a revenue generation solution which developed a strong pipeline of K-12, higher education, state, local, and federal government entities. The following includes examples of our lead generation success.

Healthcare Insurance Provider

This client needed to aggressively increase group health insurance membership levels targeting the SMB segment. They also needed help targeting certain geographic regions of the country by analyzing census qualification and needs data. TeleTech deployed a dedicated sales team to qualify conversion opportunities using a multi-tiered assessment approach generating leads for this client. We also applied analytical testing and metrics to determine top performance, sales velocity, and incremental revenue gain. After 30 days, a lead generation program was launched using an inside sales team. In one week, the sales team produced more than \$700,000 in the conversion pipeline. Finally, the client exceeded the lead generation rate by 120% in the first month and surpassed projected pipeline revenue targets by 300%.

Computer Manufacturer

This client needed to consolidate and increase the quantity and quality of leads generated through various marketing initiatives. In addition, they needed to streamline the lead generation process to help measure, qualify, and track incoming leads and close rates. TeleTech deployed two teams to make the lead generation process, more efficient, including outbound sales and web teams. The outbound sales team profiled customers to define lead generation requirements and prospecting. In 45 days, both teams were executing a process to generate and compile

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leads, evaluate close rates, and quantify results to substantiate the return on investment.

The client experienced a 100% increase in closeable leads and a significant improvement in customer satisfaction.

Integrated Business Software and Hardware Systems Corporation

Cost and resources kept this client from building a sustainable pipeline of new business opportunities. TeleTech added new sales associates in less than two weeks of the program's commencement. In addition, proven training and coaching techniques helped improve sales performance within the first full month. A blended fixed and variable fee structure was also implemented. During the first two months, \$17 million in pipeline opportunities were generated. In the first month, activity levels improved by 35%. The program averages \$8 million in leads per month.

Global Technology Solutions Company

For a global technology solutions company, building a pipeline of highly qualified public sector and federal leads was a challenge. TeleTech provided a revenue generation solution which developed a strong pipeline of K-12, higher education, state, local, and federal government entities. This entailed identifying and qualifying leads for a client business partner. We were able to exceed the client's goals and objectives with a quantity of leads exceeding 108% of goal. In addition, we achieved a 70% attach rate for services to hardware and generated an average of three supply items per hardware sale.