

# Multinational Software Company Rebuilds Reputation after Acquisition

## Background

As has been demonstrated in many industries across the globe, mergers and acquisitions often disrupt business processes. Many times, an acquisition will provide a company with greater resources and opportunities to expand its solutions and services. But when mismanaged, an acquisition can cause so much disruption that it harms the company's ability to meet customer expectations.

In May 2012, a large, multinational software company contacted 3D2B for assistance with rebuilding customer relationships in the face of a major acquisition. Engaging with lost and inactive customers was a primary objective. The company also wanted to contact prospective customers to build relationships, raise brand awareness, understand customer and competitor trends, and gain new customers.

## Challenge

Established in 1979, the software company built a solid reputation and effectively changed computing worldwide. It was known for its contributions to local area networks, which displaced the dominant mainframe-computing model of the time. Despite significant contributions to the industry, the company was soon forgotten. As it sought footing in a highly competitive, fast-paced technology landscape, the company became ripe for acquisition.

After being acquired by a larger organization in 2011, the software company faced significant organizational changes and challenges. Initially, the company was absorbed under the larger company umbrella. Later, it was split off again into a separate company. The upheaval had damaging effects to the company, its brand, and customer relationships. Understandably, executives quickly moved to reestablish the strength of the company's brand and rebuild the reputation it held in its heyday.

"We knew the company faced an uphill battle after the many changes it experienced through the acquisition," said Jeff Kalter, CEO of 3D2B. "We were confident that our specialized telemarketing services could help the company reestablish its position in the marketplace. We were proud to partner with them in this endeavor."

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### Solution

Given that customer relationships were at the heart of its challenges, the software company needed a partner who would interact with customers on the phone to reestablish rapport and rebuild brand strength. The one-on-one human touch of B2B telemarketing proved to be a highly effective method.

The company assigned several primary objectives to 3D2B. Chief among them was to qualify leads from a list of lost and dormant customers and increase sales opportunities. Other objectives included:

- Connect prospects with sales teams, via appointment setting
- Identify decision makers and profile companies to enrich marketing data
- Engage in customer satisfaction conversations to understand why dormant and lost customers discontinued their maintenance subscriptions and other product purchases
- Understand customer expectations and brand perception as a starting point in renewing customer confidence
- Identify the current end user computing and endpoint management needs of dormant and lost customers
- Support rebranding efforts to create company awareness and build market penetration through regular contact via phone calls and emails

These activities were assigned to a team of 3D2B business development specialists who natively speak English, German, French, and Italian. Every qualified lead was sent via email to the appropriate sales or marketing executive. Leads were also uploaded directly into the company's CRM system to offer transparency and reduce the risk of leads getting lost during long-term lead nurturing or sales reassignments.

In addition to these activities, the company relied on 3D2B for the release of new products. The company held several webinars in various languages to introduce new products to the marketplace. 3D2B supported this campaign with webinar invitations, post-event follow-up, and lead generation among the registered participants.

In the end, the company found overwhelming success with the project and felt that 3D2B provided the business intelligence and leads they needed to strengthen their sales and marketing endeavors.

### Results

The responses from both active and inactive customers yielded great business intelligence. These customers confirmed the good reputation that the company once held, yet they also expressed concerns about the company's future after the acquisition. This information helped the company understand why customers moved to other suppliers, and enabled executives to devise an effective sales and marketing strategy.

What's more, 3D2B provided the company with a solid list of leads to boost sales. 3D2B worked to convert immediate leads as well as nurture those that weren't yet ready to buy. Altogether, during the 10-month project, 3D2B generated 372 leads for 16 countries. The conversion rate was 17% from account closed to qualified lead and 20% from qualified lead to sales opportunity.

In addition to generating leads and sales opportunities, 3D2B was successful in enriching the company's marketing data so marketing executives could maintain communication with customers as new products were released and new events were held.

In the end, the company found overwhelming success with the project and felt that 3D2B provided the business intelligence and leads they needed to strengthen their sales and marketing endeavors. Ultimately, the company felt empowered to weather the effects of the acquisition and effectively reestablish the solid reputation it once held.

\*Our Client has requested confidentiality for the purpose of this case study

*Established in 2003, 3D2B provides B2B telemarketing and lead generation services to help foster customer relationships and boost sales across all industries. With offices in Rome and New York, 3D2B assists sales and marketing organizations across the globe.*

*Founded on the principle of providing quality, specialized B2B telemarketing and lead generation services, 3D2B prides itself in the fact that its agents are highly educated, natively speak the languages they cover, and have industry-specific experience. For more information about 3D2B, visit [www.3D2B.com](http://www.3D2B.com).*

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