

Response Handling and Lead Generation Services Result in Rapid Growth

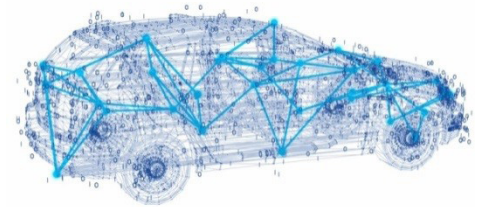
Client



HERE Technologies enables people, enterprises and cities around the world to harness the power of location and create innovative solutions that make our lives safer and more efficient. Their mission is to transform information from devices, vehicles, infrastructure and other sources into real-time location services that play a key role in how we move, live and interact with one another.

Background

30 years ago, a map was just a folded piece of paper. Today, interactive maps are on every smartphone. The digital and physical worlds become increasingly connected. Maps remain at the heart of the mission. Today we are seeing seismic changes, from static visualizations to cloud-enabled, live representations of a world in constant motion. Industry must be ready to deliver the next generation of mobility and location-based services for companies big and small. With every connected device or sensor capable of generating and sharing its context and location, it is data that will connect this complex new world.



“3D2B supports Global Geophysical Surveying & Mapping Services Industries in creating fast, sustainable revenue.”

— Jeff Kalter, CEO, 3D2B

Objectives

- To promptly respond to prospect and customer online requests for information
- To generate appointments for Sales based on agreed BANT criteria
- To create a comprehensive database of verified contacts
- To increase awareness of the brand, specific product offerings and messaging within the marketplace
- To provide valuable information to Marketing that is used to sculpt future marketing activities

Challenges

To design a comprehensive, but flexible solution that ensures a high rate of performance across each region.

To ensure that 3D2B reports are comprehensive and accurate in showing the effectiveness of each 3D2B activity across each region, as well as, quality control and performance, and ultimately track return on investment.

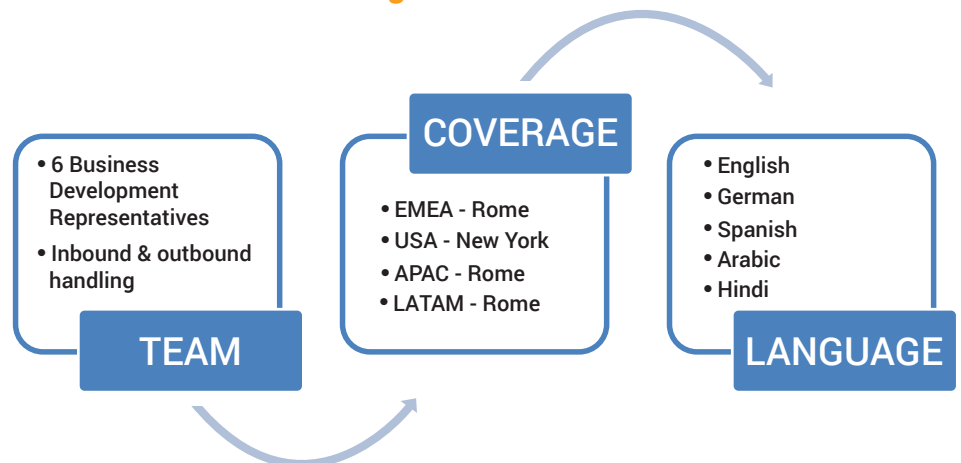
To provide market insight into those prospects that declined to meet and the reasons why. This analysis is used to sculpt future prospect databases, offerings and marketing strategies.

To ensure the team is fully briefed on operational processes and any changes made to it.

To keep the team abreast of HERE branding, market positioning, service offering as well as developments made in the industry and how they all affect decision-making processes.

To utilize a robust quality control procedure that ensures every appointment meets BANT criteria.

Overview of solution/coverage



Solution

Over the past 1.5 years, 3D2B has been providing response management and outbound telemarketing services to HERE. A team of six “global” 3D2B Business Development Representatives (BDRs), covering six native languages, perform these tasks:

- Qualify sales leads received in the HERE CRM system, from free trials to technical requests. The process included profiling and verification of data. BDRs also confirm the needs and overall project scope and the budget and timeframe and determine who is involved in the decision process. The qualified leads are distributed to Sales so they can engage with prospects and generate sales opportunities.
- After qualification, the 3D2B BDR sets an appointment between the prospect and the HERE Account Executive or assigns it to a regional queue allowing management to assign the leads to the correct Sales Executive.
- Generate additional leads via cold calling, and distribute them to Sales to create additional revenue streams. While calling, BDRs identify key decision makers, present the HERE solution portfolio and benefits.
- Gather business intelligence and generate sales opportunities focused on HERE’s solution portfolio, which includes the use of HERE mobile white label App, HERE HD Live Map, HERE Traffic Map, HERE SDK’s & API Data and the HERE Platform extensions for business.
- Learn about the technologies that are used inside and outside of a company’s four walls and get a clear picture as to how the industry is transforming.
- Cleanse the data and build a solid pipeline for the HERE regional Sales teams.
- Make sure HERE events are as successful as possible by inviting individuals at target accounts and following up after the event. After follow-up calls, distribute the qualified leads to sales.
- Discover contacts from relevant companies to build the HERE marketing database.

Results

- The 3D2B Global Business Development Team engaged with approximately 11,000 inbound leads since January 2017, validating over 6,000 of these leads as potential HERE business prospects of which 1,000+ have been qualified and over 30% converted into appointments for the HERE Global Sales Team.



- 90% lead acceptance rate of qualified leads sent to Sales.
- The conversion rate from qualified appointments sent to HERE Sales to opportunity has reached over 50%.
- Overall lead response and handling times have been reduced from a week or more to within 48 hours.

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.

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