

DeverTech

Sales Pulse, from DeverTech: A Case Study



AccelHR is an American national Human Resources, Business Process Outsourcing organisation, specialised in providing innovative outsourcing solutions to mid-market organisations. Their solutions have been designed to help employers improve their service delivery, and reduce the costs associated with providing Technology and Administration in the Human Resources field.

AccelHR's Challenges:

AccelHR relies on e-mail marketing campaigns to communicate with prospects and customers who have indicated some interest in their products and services. AccelHR has collected an extensive list of email addresses, with most of the new name suspect/prospect interest coming from Outbound Call Activity, Webinars, Trade Shows, Partner/Dealer Programs and Website traffic.

"Our email campaigns play a pivotal role in converting warm leads into hot prospects as they move thru the sales funnel, as well as keeping our current customers informed of new products, services and special offerings," explained Greg McMullen, President of AccelHR. *"Long-term leads generated by our marketing programs typically exceed short-term leads by a factor of three. Let's face it, in most cases the marketing lead collected today isn't ready to buy today."* said Dusty Rhodes, VP of Marketing. *"If this was the case, our jobs as marketers would be much easier."*

Sales personnel in AccelHR, as in all organisations, are driven by targets and commissions. Their focus is to close business as quickly as possible. Despite their value however, longer-term leads were frequently "qualified out" by AccelHR sales executives who understandably, chase the "hot-lead", despite the potential of these longer term leads to become paying and profitable customers in the future.



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The Solution:

AccelHR were continuing to grow, and had already identified a need to replace or enhance their email campaign technology to address the loss of the potentially valuable leads they were generating. These longer-term leads represented up to 70% of the total leads generated by their marketing campaigns.

Following initial investigations, AccelHR implemented DeverTech's Sales Pulse, which offered them a cost-and-resource efficient way to retain and nurture these valuable leads, allowing them to mature at their own pace, and building a rolling resource of progressively "warming" leads until these finally reached maturity, and entered the sales pipeline as hot leads.

"We were delighted to discover that DeverTech could interface with and enhance our current technology, avoiding the cost of replacing our entire system," notes Dusty Rhodes, VP of Marketing for AccelHR. *"Long-term conversion rates greatly improved after implementing the DeverTech's Sales Pulse solution."*

Existing customers are the easiest and lowest-cost source of business. This requires continued contact with existing customers, but Marketing contact via "push" messaging causes Marketing Fatigue, resulting in the "unsubscribe" reaction. Sales Pulse however, enables non-intrusive "pull" technology, enabling your contacts to control their dialogue with you, and dramatically reducing the "unsubscribe" reaction.

AccelHR found Sales Pulse to be so effective, that in the first 6 months of use, they reported:

- 120 % increase in the number of qualified leads
- 40% decrease in cost per qualified lead generated
- 33 % increase in lead to sales conversion rates
- 30% reduction in unsubscribe clicks

To see how effective Sales Pulse can be for your organisation, contact one of our team for more information.



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