The Client:

Convergys

Convergys is a provider of BPO, inside data market intelligence and a customer lifecycle solutions manager. They enable their clients to maximise value from customer relationships via intelligent contact.

Being the UK's only fully integrated digital, data, customer intelligence, multichannel contact and IT services provider, they have a proven track record in delivering significant ROI.

"Network Sunday has created an additional layer to our sales operation that compliments my team and their efforts.

They have delivered what they said they would - we have new retained clients, the ROI is totally there and we've even been able to map our future sales pipeline from the data discovered."

Julian Morris
Sales Director

UK Intelligent Contact Firm Convergys Retains Global Clients and Gains Invaluable, Pipeline-Influencing Market Insights

The Challenge

The major challenge for Convergys was that traditional sales call tenacity was no longer enough to secure a conversation with senior contacts in untapped markets or companies.

An innovative and productive approach was required, and the Network Sunday team immersed themselves in Convergys' business, creating a compelling LinkedIn profile complete with specifically targeted messages to reach out to the new, high quality contacts they sought.

The Results

A detailed and entirely bespoke plan was created, specifically aimed at finding and engaging with Convergys' ideal target market. Within days of going live, Julian's sales team were able to begin conversations with senior executives in some of the world's most well-known companies.

The results gleaned by the Network Sunday process not only provided the high level contacts promised, but it offered an added bonus – newly discovered in-depth insights into where potential customers were in their buying cycle. These effectively enabled Convergys to map their future pipeline with pinpoint accuracy.

CAMPAIGN HIGHLIGHTS

150	**2**	**32%**
QUALIFIED SALES PROSPECTS	NEW CLIENTS WON WITHIN FIRST 3 MONTHS	POSITIVE RESPONSE RATE

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NETWORK SUNDAY
More opportunities, less work