

Precise contact data ensured 100% growth in footfalls for a global events management company

Objectives

To strengthen their global position and expand the reach across APAC, EU and North America in the utility and energy sector. They wanted to drive higher registration from delegates, exhibitors, visitors and maximize on the event ROI.

Challenges

- Inadequate understanding of new markets and opportunities
- Lack ideal customer profile data for effective prospecting
- Reach out to broad range of potential customers; technical and commercial in nature
- Language barrier due to diverse target geographies

Client Situation

- Wider adoption and growing demand for gas in newer markets encouraged the client to expand in APAC, Europe and North America. However, few regions posed its own challenges including language and limited web presence that hindered customer reach
- Lack of in-house expertise and highly expansive nature of utility & energy industry made it further difficult to identify and source relevant contacts

Our Solution

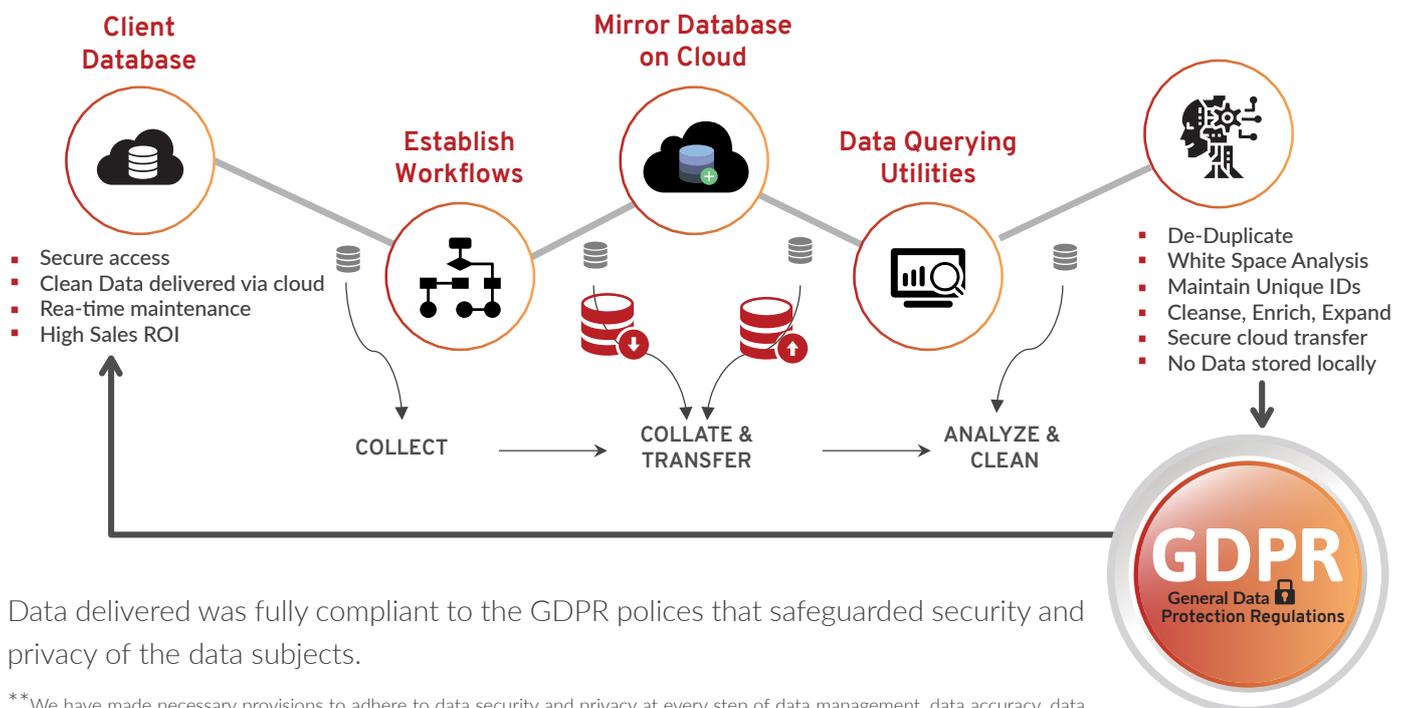
We set-up a dedicated team of highly trained data analysts, quality experts and tele marketing agents that looked into every stage of data discovery and audience generation process. A Data-Discovery Process flow was designed for primary and secondary research that efficiently verified and validated contact information. Extensive multi-layer searches were performed for firmographic and demographic data and stringent quality standards guaranteed near 100% contact accuracy.

Team expanded the contact universe by suggesting alternate job titles from upstream, downstream industries, vicinity locations. Once the database was built, we formulated a personalized & multi-touch point audience acquisition strategy, which included email invites, telemarketing support for follow ups and direct marketing for limited web presence. Geo-dynamics like language barrier and cultural understanding were addressed through requisite training that became an important milestone.

Joint review calls were set up with the client's project leaders every alternate day for feedback and approvals, followed by weekly status report for real-time updates on targets, expected results and actionable points. Incessant communications between client and DBSL stakeholders built an environment of trust and accelerated the entire process to ensure that end objectives were met as per the deadlines agreed.

Although, a team of 35 analysts and researchers were dedicated to the project, we leveraged AI, ML techniques to address volume, velocity, quality and scalability challenges in the process. We also introduced a proprietary cloud based platform called **CR2U** [depicted below], to securely access client's database and update it seamlessly in the cloud environment. The technology safeguarded any CRM data clutter and ensured every record was embedded with a string of historical changes.

Fig: SECURE CLOUD BASED DATA CONNECTIVITY & CLEANSING ENVIRONMENT

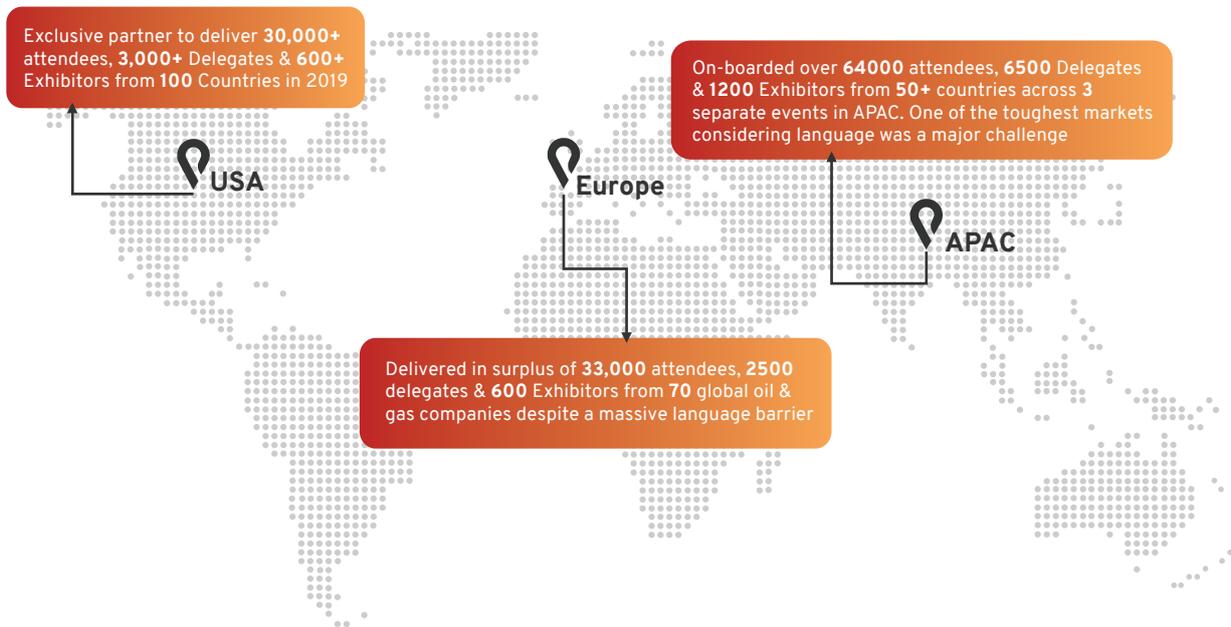


Data delivered was fully compliant to the GDPR polices that safeguarded security and privacy of the data subjects.

**We have made necessary provisions to adhere to data security and privacy at every step of data management, data accuracy, data retention and disposal, data transfer, data profiling, data sourcing and consent or opt-in.

Results

A perfect combination of people, process, technology and collaboration ensured that we exceeded client's expectations.



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