



Financial services firm takes to automation to create a healthy lead pipeline for sales

.....

mckarthylabs.com

The Challenge

The customer relied on its sales organisation to identify opportunities globally for the business to flourish. While they were a high-performing sales team, most of their effort was spent on identifying prospective contacts for lead generation, spending huge amounts of time on LinkedIn and other contact platforms, cataloguing them and adding them to the CRM system before they could run a campaign to generate leads.

Our Approach

Bots were deployed to replicate the sales team's interactions with LinkedIn and search for contacts that fit the criteria set by the business, in terms of job function, title, size of business, sector etc. and populate the CRM system automatically. Today, we have taken a step further and have automated e-mail campaigns and LinkedIn connection requests to nurture these contacts and progress them through the sales funnel for personal follow up and closure by sales staff.

Results

The customer is on a journey with us to fully automate the sales lead generation process, helping their sales team to do what they do best, sell more.

Not having to deal with the mundane tasks has helped the team focus their energy on winning new business.

Employ our sales lead generation bot in your business today to optimise the pre-sales process, increase throughput of leads for the sales team and unshackle the team from tedious, manual and often repetitive admin tasks. Let your sales team focus on strategies and tactics to accelerate closing.



24/7

LEAD GENERATION PROGRAMS
RUN BY OUR BOT



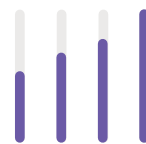
100%

ACCURACY OF CONTACT
DATA MINED



200%

INCREASE IN CONTACT
IDENTIFICATION



£350,000

COST SAVINGS ANNUALLY



For more information, visit us:

mckarthylabs.com