info CheckPoint

How An Apps Provider Received Response from 82% Prospects An In-Depth Case Study

The Company

The Client is a leading provider of enterprise solutions to leading companies in the US. They offer niche, customized solutions to IT, Finance, marketing and academic enterprises. They provide a wide range of social networking and collaboration mobile application. Clients' set of applications cater to enterprise-class requirements in US. Their applications help employees share data, images and conduct other official activities. It has been designed in view of rising demand of enterprise devices for business purposes.

The Challenge

The company had a robust product line backed by efficient customer support. However, the Client lacked database skills which rendered it very difficult for them to reach decision makers who are responsible for making application purchases for their team. This, they found out was due to the fact that their decision makers' contacts were poorly updated and not verified regularly.

It was clear to the Client that they needed solid support in organizing their prospects' contacts to approach the right decision makers. This involved getting hold of fresh industry executive's contacts and latest users of various enterprise applications. Given the requirement for high level of accuracy and easy search options, Info CheckPoint seemed to be the right choice for them.

The Solution

The Client signed up with Info CheckPoint to download fresh, verified contacts of decision makers. This did not seem a complicated task as it was extremely easy to search and navigate Info CheckPoint through the advanced search tool.

They downloaded executives' contacts which were crowd-sourced and verified on a regular basis. The Client was able to build a robust and verified repository of contacts of all C-Level and V-Level executives of enterprise users. By this, they made sure that their contacts contained only funneled prospects and outdated contacts were weeded out.

The final database of executive contacts was custom-segmented according to the industry they belonged to and the application they were using. With superior segmenting option, they organized the contacts into specific categories like emails, titles, phone numbers and other verified data. This made it extremely easy for them to reach the top sales executives from different platforms. Needless to say, this was exactly what they needed to boost their application sales process.

The Benefits

Info CheckPoint's robust application provided contacts that enabled the client to reach C-level and V-level executives in no time. With a successful result, they received responses from 82% of the prospects they had contacted. It made it easy for them to speed up their sales process and shorten their buying cycle. An accurate decision makers' contact database from Info CheckPoint helped them focus on their core activities in less time and reasonable price.

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