

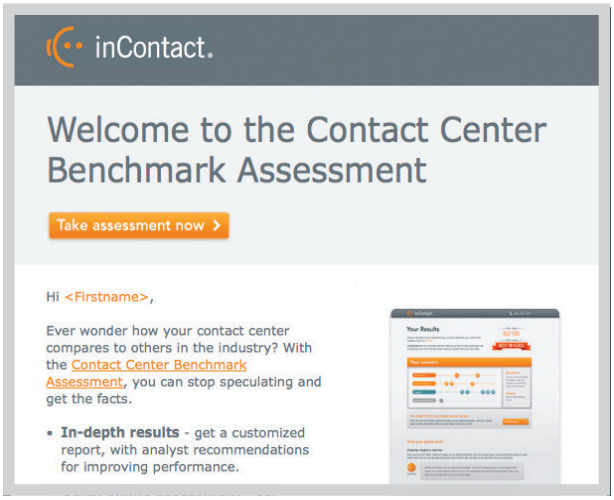
inContact®

BENCHMARK ASSESSMENT

Sales teams always look to marketing to deliver more high-quality leads. They want value before volume. So to help drive sales of their IT solutions for call centres, inContact contacted us and asked how we could deliver more of these high-value leads.

The number of MQLs generated by our campaign far surpassed pre-launch targets – and each lead came with a detailed portrait of the prospect's strengths, weaknesses and intentions.

MasonZimbler
A Harte-Hanks Company



Challenge

inContact asked us to deliver innovation. A campaign based around an interactive piece of content. Something to generate leads for their sales team which also reflected their position as a forward-thinking company and market leader.

Solution

Working in collaboration with our sister company and leading industry analysts, The Aberdeen Group, we built our campaign around an interactive benchmarking web app.

This tool gave decision makers a detailed picture of their business performance in relation to their peers – and analyst recommendations for ways to improve it. The app also dynamically responded to each participant's job role. So everyone got results relevant to their individual pain points and recommendations actionable within their professional remit.

This high-value content provided the perfect icebreaker for the sales team to begin their conversations. Using our sales enablement toolkit they were perfectly equipped to explain how inContact's solutions could help them improve their performance through the levels from 'Laggard' to 'Industry Average' to 'Best-in-class'.

Approach

The raw industry data for the web app was sourced by the data discovery and analysis team at The Aberdeen Group. This enabled us to construct the assessment survey and provide participants with a clear measure of their business performance against their industry peers.

Using the automation platform Eloqua, we ensured the survey questions, results and recommendations were personalised to the individual. Using the same platform, we also stored and scored every survey answer. So the sales team had the clearest picture of each lead's challenges and requirements.

Following the survey, social spreaders enabled the participants to post their score or share the benchmark, evangelising the app through social channels. They also received a follow-up email featuring a high-value analyst whitepaper and, of course, a follow-up call from inContact to discuss their results.

To assist the next phase of lead development, we produced a sales enablement toolkit, including conversation cues and a series of template emails. This provided the inContact sales team with the perfect set of resources to engage their new leads in relevant, targeted post-survey conversations.

Results

The web app proved hugely popular – with both the contact centre industry and the inContact sales team.

To date, we have provided a massive 292 MQLs to the sales team. Each one delivered with a detailed portrait of the prospect's strengths, weaknesses and intentions. Our email campaign achieved a unique open rate of 32.3% and a unique click-through rate of 22.7%.

Fittingly, all these results were far above industry benchmarks, well and truly earning this campaign its Best-in-Class status.

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