



Denave's tele-engine led lead generation program resulted in net new customer acquisition along with SEA market penetration



CLIENT

A leading tech-hardware company



BUSINESS OBJECTIVE

Objective was to amplify the brand's penetration in SEA market for contractual and transactional requirements of the specific hardware segment. In volume terms, aim was to expand the outreach while ensuring 10 times increase in the resultant RoI.



THE CHALLENGE

- ▶ Lesser penetration in SEA market
- ▶ Lack of requisite robust coordination with partners which was impacting the outreach



THE DENAVE EDGE

- ▶ Excellent understanding of the SEA market
- ▶ Structured approach to increase penetration in SEA market for contractual and transactional requirements in the product segment
- ▶ Excellent data analysis skills
- ▶ Experience in partner management and partner coordination
- ▶ Well-trained and skilled tele-advisors



PROGRAM REACH

📍 Philippines 📍 Malaysia 📍 Singapore 📍 Indonesia 📍 Thailand



THE RESULT

- ▶ Generated 264 leads so far
- ▶ Expected revenue generation of over \$ 1.2 Million USD