



# NET NEW CUSTOMER ACQUISITION

**Denave's end-customer program for high-end mobility device resulted in generating 48X ROI for leading technology company**



## CLIENT

Global leader in high technology industry



## BUSINESS OBJECTIVE

Major focus was to deploy a sustained penetration engine for client's products across top identified Enterprise as well as Education vertical. The idea was to provide extensive market coverage and create awareness and boost sales, showcasing the product's enterprise usability apart from it being used for lifestyle and entertainment purposes. Idea was to grow sales by proposing Enterprise Mobility Solution through one of client's own product as there is growing demand of mobility solutions in the market. Purpose of proposing client's own product in Education vertical is to revolutionize the way of advance learning using the modern technology by the customer.



## THE CHALLENGE

- ▶ Primary challenge was that the client did not have dedicated sales engine to reach maximum number of Enterprise, Education accounts & showcase value proposition of Client's mobility solution.
- ▶ Another grueling challenge was from the partners who were focusing on number of box selling instead of solution-based selling approach.
- ▶ Product perception in the market was linked to it being a lifestyle product. It was difficult to break that mind set and position clients' products in the high-end enterprise mobility segment.
- ▶ Client was also facing difficulty in increasing the overall revenue.



## THE DENAVE EDGE

- ▶ In-depth account management helped in market expansion, leading to high ROI
- ▶ A sustainable enterprise reach & acquisition engine was created resulting in increased product sales
- ▶ Denave's ability to run a well-crafted and impactful hybrid engine (B2B engine + inside sales engine) simultaneously in a single frame of time (both efficiently and impactfully)
- ▶ Extremely result-bound and solution centric approach with complete focus on the end result (ROI focus)



## SERVICES OFFERED

- Channel Management
- Inside Sales
- Funnel Management
- Data Base Management
- Closure Management



## PROGRAM REACH

📍 PAN India



## THE RESULT

- ▶ 80% Year-on-Year revenue growth achieved on an average
- ▶ Incremental ROI YoY. 6X in the first year, 9X in the second year, 19X in the third year, 31X in the fourth year and 48X in the fifth year
- ▶ Highest ROI achieved in Month/Quarter: 52X
- ▶ 55% of total accounts were given repeat business (through in-depth account management, business continuity was achieved by establishing the credibility for the business to continue)