

GetIt Infomedia Optimized Business Performance with Go4Customer.com



Networks



Applications



Micro Communities

GetIt Infomedia is a leading digital supermarket in India that connects SMEs with relevant business leads. The company's product portfolio spans across a wide array of media platforms, including Voice, Applications, Mobile, Web chats, WAP, Print, etc.

BUSINESS CHALLENGES

GetIt was facing a prolonged decline in its profit margins as the sales team was unable to connect with the right target audience. This significantly elevated their cost of customer acquisition.

In addition, some of the company's products had inherently long sales cycles, which further delayed the efforts of its marketing team to close business deals. This acted as a major hindrance for the marketing staff to make informed decisions. Other challenges faced by the client included:

- Lower count of deal closures
- Less business coverage
- Complex selling systems
- Limited business insight
- Lower brand visibility
- Inadequate customer feedback mechanism to follow the pipeline generated
- Lower customer satisfaction rates

The client was unable to cohesively channelize the efforts of its sales, marketing, and customer service departments. The functionalities of these divisions were separated by the access to key information and various tasks handled by different units.

Since the business was entirely customer centric, the company required a robust analytics and reporting system to track and evaluate the purchasing pattern of each of its customer.

SOLUTION OVERVIEW

Organization: GetIt Infomedia
Industry Vertical: Digital Media
Country: India

Organization Profile:

GetIt Infomedia is a leading digital supermarket in India that connects SMEs with relevant business leads. The company's product portfolio spans across a wide array of media platforms, including Voice, Applications, Mobile, Online, Web chat, WAP, Print, etc.

Business Challenge:

GetIt was facing a prolonged decline in profit margins as its sales team was unable to identify the right target audience. In addition, some of the company's products had inherently long sales cycles. The client was unable to cohesively channelize the efforts of its sales, marketing, and customer service departments and required an analytics and reporting system to track and evaluate the purchasing pattern of every customer.

Business Solution:

Go4Customer.com offered the GetIt Informed:

- Target-Oriented Approach
- Customer Relationship Management software
- Telemarketing Services

Benefits:

- Tracking sales lead at every step
- Analyzing, comparing, and measuring ROI from marketing programs
- Gaining customer insights by using our Business Intelligence tools
- Improving brand awareness and visibility in the marketplace
- Implementing cross selling and up selling efforts

BUSINESS SOLUTION

After gaining a complete understanding of the client's business needs, our team of certified engineers meticulously performed and executed a comprehensive study on GetIt resources. We found that the enterprise largely required a centralized and potential online database to create, maintain and keep a track of its sales pipeline.

In order to ensure small sales cycle, better customer response, and formulate a customer centric approach, we offered following solution to the client:



Target-Oriented Approach

By introducing this sales-driven approach for each sales associate, the client was able to optimally allocate its time and resources in a better way. As a result, the Field Sales Managers had better closure opportunities, which in turn, stimulated the company's revenue on per month basis. The pragmatic approach further helped the organization to secure maximum returns on short-term and long-term investment objectives for its stakeholders.



Customer Relationship Management (CRM) Software

Our team of highly qualified experts indigenously developed CRM software, wherein our call center representatives effectively uploaded GetIt customer details. These details were further verified by our professionals to identify the bogus and good quality calls. This significantly helped the client to store user data at a centralized location and generate reports to track consumer behavior. Moreover, tracking leads and gathering consumer feedback became much easier with the integration of this application.



Telemarketing Services

A taskforce of professional outbound telecallers was deployed at our Jaipur office.

A little about our telemarketing services. Roles and responsibilities?

Our team designed customized telemarketing applications to promote GetIt offerings over the call to potential customers identified. This not only streamlined their business operations, but also improved the efficiency of its direct marketing campaigns.

BUSINESS BENEFITS

Go4Customer.com helped GetIt to achieve highest profitability in the shortest amount of time. Our experts help the client in improving its market penetration by successfully adding new clientele from other regions, including _____Names_____.

The client was able to expand its profits by availing our telemarketing services in following ways:

- Tracking sales at every step, from lead generation to closing the sales
- Analyzing, comparing, and measuring return on investment (ROI) from marketing programs
- Gaining customer insights by using our Business Intelligence tools, name
- Improving brand awareness and visibility in the marketplace
- Implementing cross-selling & up-selling strategies to improve bottom line performance
- Daily reports to identify potential opportunities and weaker areas

Go4Customer.com engagement with our sales team has significantly improved our conversion rates. Through its valuable partnership, we were able to track and analyze customer purchasing patterns, which helped us achieve better ROI. We are highly satisfied with their exceptional services.

ABC
GetIt Infomedia

THE CONCLUSION

Getit was able to uplift its business performance by synchronizing communication between its sales team, channelizing the efforts of its salesforce for better time utilization, and effectively up-selling and cross-selling its offerings to the existing customers. Go4Customer.com is a leading provider of world-class inbound, outbound, and web-enabled call center services. It is the flagship brand of Cyber Futuristics India Pvt. Ltd.

To know more about more about services, reach us at <http://www.go4customer.com>