

Quadi^{ent} and IRSMarketing – Sales Pipeline Generation At Its Best!

Case study

The client said:

“A fantastic team, great opportunities generated and an exceptional return on our marketing investment. Well done to everyone involved.”

**Mustafa Atik, Enterprise Sales
Manager, Quadi^{ent}**

“The project all just works together well as a complete process, I’m very happy with the results.”

**Juli-Anne Maclin, BDE Team
Leader, IRSMarketing**



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Client profile

IRSMarketing, Europe’s leading B2B sales pipeline generation agency for the global tech industry and Quadi^{ent}, the fastest growing customer communications management provider globally, have over the past 12 months worked in partnership on highly successful marketing campaigns to increase the customer-base for their innovative Customer Experience (CX) platform.

The campaign

The Sales Pipeline Generation campaign for Quadi^{ent} was first initiated in July 2018 when the client contacted their Account Director at IRS to request a 3-month trial. The trial consisted of one full-time Business Development Executive (BDE) calling on behalf of Quadi^{ent} daily with the aim being to raise the awareness of their product offering, to seek out new business opportunities, to nurture the opportunities, close-the-loop and only then, to feed them into the client’s sales funnel. Prior to the start of the campaign, both IRS and Quadi^{ent} reviewed, agreed and ascertained the project’s objectives, target audience, budget and timelines. Only then did IRS’s BDE’s commence with the tele campaign.

The brief

The brief was at first focused on the Financial Services sector and then, due to the success of the campaign, the calling moved into the Diverse sector including utilities and telecommunications. The success of the campaign was down to the IRS BDE’s and their persistence, dedication and determination, as well as the open lines of communications between the two teams. The client had high expectations of what constituted an opportunity – they set high standards and happily IRS exceeded these each time.

What happened

Due to the exceptional results of the 3-month trial, Quadi^{ent} readily agreed to extend the sales pipeline generation campaign with IRS for the remainder of the year and increasing the size of the team. By working together at every single point in this campaign, the teams have built up an amazing ROMI of 78x.

What contributed to the success of this project was the teamwork on both sides, from daily, weekly and monthly calls, to visits to the client’s office and open lines of communication. In addition, and this cannot be stressed enough, was the BDE’s involvement – the amount of hard work put into each opportunity, down to finding the right contact, engaging with that contact time and time again, unearthing insightful key facts to pass on to the client, and considerably nurturing the opportunity until they were ready to engage with Quadi^{ent}.