

Data Validation & Lead Generation for a Global Manufacturing Giant



Client

A NYSE listed global manufacturer of scales and analytical instruments. It is the largest provider of weighing instruments for use in laboratory, industrial, and food retailing applications. The company also provides various analytical instruments, process analytics instruments, and end-of-line inspection systems.

Business need

The client had a large database of existing customers across the world. It wanted an outbound telemarketing service provider to help them validate and update their existing customer database and generate prospective business leads.

Solution

The client provided Cyfuture with large reams of customer databases for four of its major markets that included United States, United Kingdom Canada and Australia. Since these databases were extremely huge, the team at Cyfuture first filtered the assigned raw data to compile an effective calling list with valid phone numbers and other contact details. Next, outbound calls were made to these numbers to validate and update the customer records.

In addition to this, the telemarketing executives enquired existing customers for any future needs for client products. In case, responses were in the affirmative the details of such clients were passed on to client sales team for further action.

The solution offered by Cyfuture helped the client in managing an efficient customer relationship program and also grow their business with repeat sales to existing customers.