![Suyati logo] **Suyati**℠
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CASE STUDY

Lead Ingestion: How a self-publishing giant gained a whopping 85% productivity

About Suyati

Suyati is a fast-growing digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering digital transformation solutions that support your various engagement strategies.

Learn more: **www.suyati.com**

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Executive Summary

A leading self-publishing service provider had a great problem – too many leads coming in from multiple channels. As the volumes went up, their lead management efforts suffered on multiple fronts. They asked Suyati for an efficient lead management solution. The outcome? Our digital transformation strategy automated their entire lead process and witnessed THREE times increase in sales conversions.

About the Client

Country of Development: USA

Industry : PUBLISHING

A global self-publishing company that owns robust infrastructure and technology to enable self- book publishing for more than 200,000 authors. They have partnerships with various other publishing giants around the globe who use this technology ecosystem for their business.

Business Challenge

- The client gets an average of 800 new leads on a daily basis which are created by sales and marketing teams as well as from API integrations and website forms. The lead management process did not have the bandwidth or the tools to track and convert these leads efficiently.

- The sales and marketing teams had issues with the accuracy of the information, and wanted the best possible way to engage with a lead, thus increasing the probability of winning an opportunity.

Suyati Solution Overview

Suyati assigned a highly experienced dedicated global team (DGT) to work on this engagement with the client. Here is what we did in a nutshell:

- **Deduping & Merging** - Developed an automation module that uses an OLAP search strategy to find duplicates from within the history of lead entries and merges information to ensure that the existing lead data is improved and non-duplicates are ingested freshly.

- **Scrubbing & Scoring** - Worked with a vendor to integrate information intelligence that would scrub and augment lead information so that every lead data is checked for authenticity. This protects the business from processing fake or wrong lead data.
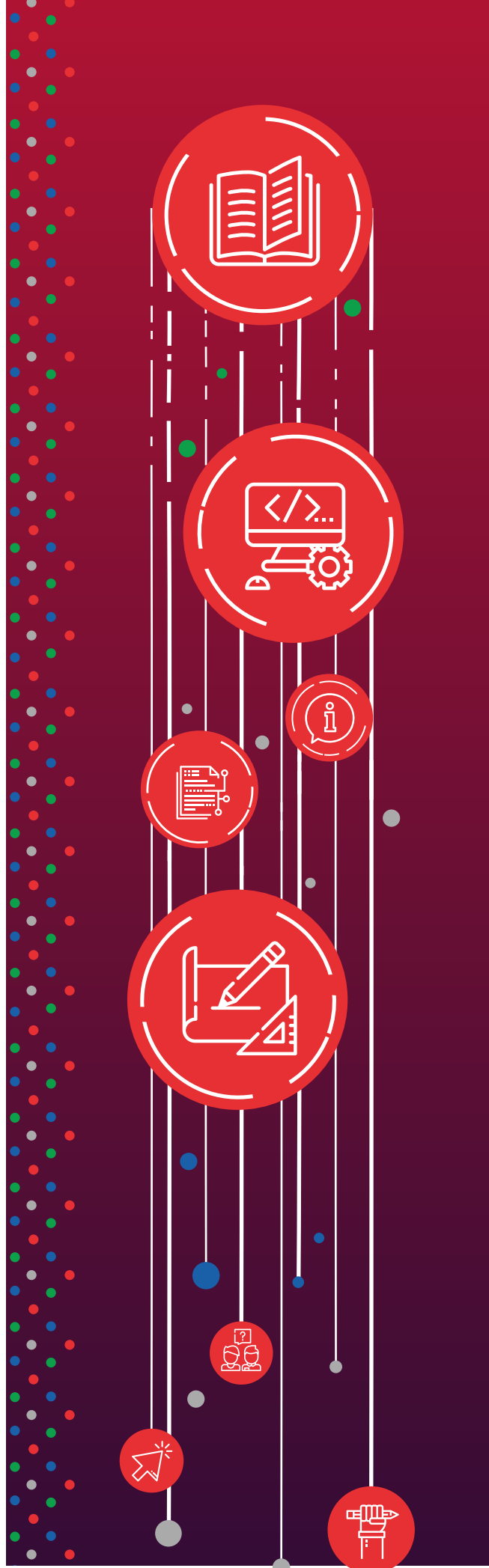
- **Prioritizing** - Implemented a configurable lead scoring model with which business can adjust the criteria based on existing market trends and the automation will calculate the lead score and ranking based on the currently set lead scoring model.

- **Fully configurable** - A lead management portal was designed for the client to manage the lead configurations which included score thresholds, timeouts, notification intervals, lead release mechanism in case of API failures, advanced reporting using data warehousing techniques, manual and bulk lead imports.

What the Client Loved

- 85% gain in productivity due to automation of duplicate management, checking for authenticity of lead data and dynamic scoring.

- 70% increase in sales conversions due to target specific pitching and campaigns based on clearer market segment behaviour information

Technology Landscape

- Microsoft ASP.NET MVC
- Microsoft SQL Server
- Salesforce CRM
- Microsoft Dynamics CRM
- Sitecore CMS
- Visual Studio Team Services

What's Next?

Implement a holistic digital transformation strategy that capitalizes on the above gains to provide a wholesome experience for authors while fine-tuning and automating the lead conversion process.