



Case Study



Taurus



Taurus delivers specialized, cutting-edge, synergistic solutions that enable decision making for businesses in the insurance, retail and logistics and education industries. In its sales efforts, Taurus, however, was faced with the challenge of decreasing sales cycle and penetrating top IT decision makers in Insurance, retail and logistics and education industry. It's a challenge to get hold of Top level IT decision makers and it's hard to connect without right contact and message.

To free up their internal sales team to do what they do best, closing deals, Taurus engaged Thomson Data on a pilot project of 3 months for Multichannel marketing. In this process, Thomson Data targeted the Key top level IT decision makers in Insurance, retail, logistics and education industries through email Marketing followed by telemarketing and helped their direct sales team with qualified sales appointments. Considering the difficulty in reaching out to top IT decision makers, Thomson Data used multiple email marketing campaigns and follow-up telemarketing techniques to generate qualified leads on time and budget.

Results:

350% ROI

Thomson Data achieved 65 highly qualified leads in a three months' time. Of those Taurus won one six figure and two five-figure deals and added \$1 million in pipeline. Taurus was happy to extend the contract with Thomson Data.

"Excellent service throughout and very professional. Throughout the project, I was kept informed and provided with regular information on the success and progress of the campaigns. Our sales team was very happy to get warm leads."

*Savio Paul
VP Sales & Marketing, Taurus Infosystems*

Target audience

Top IT decision makers like CIP, CTO, VP IT in insurance, retail and logistics and education industries