



In addition to exceeding both leading and lagging indicator goals by considerable margins, CSG bridged the historical gap between sales and marketing by delivering quality leads, and engaging with sales to adopt best practices in pipeline management and CRM updates.

Client: Global F200 Technology Firm

Challenge

Deliver the quantity and quality of leads necessary to deliver a predictable stream of pipeline and closed/won Monthly Recurring Revenue (MRR) for the Enterprise and Global Sales force.

Annual Investment

\$1,150,000

Duration

Ongoing (In flight since 1/1/16).

Goal

Deliver 200 tele-qualified leads per month that convert into monthly incremental Pipeline Growth and meet a 10x ROI as measured by Lifetime Value of won contracts.

Result

In June of 2017, CSG conducted a rolling 12-months closed-loop-analysis which confirmed considerable growth exceeding established baseline goals in monthly leads, pipeline impact, and closed/won revenue leading to a 25x ROI for our client.