



NATIONAL LOGISTICS PROVIDER

Predictive insights deliver a 100x ROI



 CASE STUDY

Maintaining growth required profitable acquisition

National Logistics Provider

National logistics provider is already well known and growing fast. Focus has shifted to profitable client acquisition. Services include highly reliable truckload, air freight warehousing and refrigerated shipping.

Challenge:

After achieving very rapid growth in recent years, the company needed a big revenue lever to enable their next growth phase. An analysis of the company's historical sales cycle led them to several unsurprising conclusions:

1. The closure rate for prospects with a known need for logistics services were significantly higher than for prospects where such information was unavailable.
2. Knowing prospect purchase behavior resulted in shorter sales cycles and much lower client acquisition costs.
3. Sales efficiency was higher when they knew their "share of wallet" with existing customers because they could spot potential opportunities to capture a bigger piece of the pie.

The bottom line – management knew there was a direct correlation between the depth of their knowledge about prospects purchase behavior and their sales success.

Results:

The company's new "secret weapon" from Cortera has given them a clear advantage over their competitors. By understanding their prospects' purchasing behavior, and knowing what they are likely to do in the future, they're now able to call on the right prospect, at the right time, with the right message.

As a result, they have increased year-over-year revenue by 10 percent, which translates into an unprecedented 100X return on its Cortera investment. It easily justified the addition of more than 50 inside sales reps, housed in a new state-of-the-art facility.

The impact:

- Cortera translates to a 100x return on investment
- Revenues increase by more than 10% year over year
- Dramatic reduction in new customer acquisition costs
- Improved sales performance led to the addition of more than 50 new inside sales reps

Solution:

The company deployed Cortera Boost, a solution which appends Cortera's highly relevant purchase behavior information and insights – what customers and prospects buy and how their behavior changes over time – to their customer and prospect lists.

This enables the sales team to focus their efforts on calling only prospects with a high propensity to purchase the company's services and customers that were spending more with their competitors.

Upon completion of the Cortera trial, one of the Company's sales executives said "this is much more than a revenue lever; it's our new secret weapon".

This national logistics provider realized continuous growth was only possible by focusing sales on the best revenue opportunities. With better, deeper insights into their customers' and prospects' purchase behavior, a leading indicator of financial health, the company was able to achieve this.



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