

## Case study - Genuone and GenuGet (software start-up)

### Background

GenuOne is the leading provider of security and visibility solutions for both the consumer and technology value chain. The Company's TraceGuard Platform is the industry's first unit-level product tracking middleware platform for RFID systems and other tagging technologies, serving industries such as the technology sector, pharmaceutical market, and well known customer brands. The Company's acclaimed SourceGuard product, meanwhile, is a cost effective, comprehensive authentication system designed to enable companies to prevent product counterfeiting. GenuOne was founded in 1999 and is privately funded. Investors include Caledonia Capital, Venfin, William Blair & Company, and Delta Asset Management.

### SITUATION AND BUSINESS CASE

Genuone, a company based in Boston, MA, wanted to penetrate the market with their suite of products around RFID (Radio Frequency Identification Devices), Security Software, and Tracking and tracing solutions to help Consumer Product and Pharmaceutical companies. The steps in their plan included: (a) develop a target market, (b) develop a script to reach out to the decision makers, and (c) arrange for warm telephone appointments with VP or C-level decision makers in these prospect companies with the GenuOne leadership team.

### OBJECTIVE AND SOLUTIONS OVERVIEW

The project objective was to reach out to Business Decision makers or Influencers in large and medium-sized companies with an intriguing message so that they are curious to know more about the solutions offered by Genuone and the brand-name recognition of GenuOne as a company would be established in the process. A major requirement was that at least 10 appointments with decision makers would have to be established per month while building the GenuOne brand name in the marketplace.

### Tele-SalesForce.com Solution

With a three-week long brainstorming session to determine who needs to be called with what message, TSF and GenuOne kicked off the campaign through the following activities:

- > 8-hour days of continual calling, navigating through the mazes, and reaching out to decision makers
- > Identified the right decision maker in each company and pitch the GenuOne message
- > Detailed documentation on who said what after the pitch
- > Sent out emails to individuals who asked for more information, and followed up with them within a capsule period
- > Reminded the prospects of the call one day and again one hour prior to the call
- > Sometimes followed up after the web-seminars to gather feedback and push for the next steps
- > Results

## Results for Genuone

- > **1000% ROI IN LESS THAN 6 MONTHS!** Resulting sales revenue for Genuone exceeded \$250 K which was more than ten times the amount they invested in TSF
- > **15 appointments in 10 days!** Within the first 10 days of the launch of the campaign (December 10 - 20, 2003), TSF scheduled 15 conference calls with decision makers and/or influencers for GenuOne
- > **Averaged 20-25 appointments per month** - more than 100 qualified appointments in an 6 month period
- > **60% lower cost** than GenuOne's in-house business development costs
- > **Tremendous knowledge base** development about the market, and its solution requirements
- > **Tremendous visibility** of Genuone to the marketplace among leaders in the industries targeted
- > Within 90 days, GenuOne was so satisfied with the service, that they added one additional full-time TSR to begin making calls on a daily basis
- > Within 120 days, GenuNet, another service by GenuOne added a caller to the campaign

## Results for GenuNet (online brand protection solution)

- > **1500% RETURN ON INVESTMENT IN LESS THAN 30 DAYS!** Within one month of project launch, total cost of less than \$5,000, GenuNet realized an \$86,000 sale as a direct result of an appointment that TSF set up.
- > **Average 1 - 2 Conference calls scheduled per day!** A typical B2B campaign will produce 1 lead per day. For GenuNet, TSF is producing, on average 1.5 leads per day.

## Value of TSF Call Center

### EFFECTIVE TELE-SALES SUPPORT

- > All of our telesales professionals have their Bachelors or Masters Degree and they are highly skilled in the art of cold calling and objection handling
- > TSF not only does the calling for our customers, but most importantly, helps to identify the market, create a list of targets, identify decision makers, and build a script with the customer that will produce warm leads.

### TECHNOLOGY

- > TSF Call Center brings the latest in Nortel Call Center equipment and utilizes the latest software available in the marketplace
- > TSF is the only call center in the region that is considered a "co-lo" which means that we provide 100% up-time, and crystal clear connectivity through the international gateway
- > 100% of the calls can be recorded on the "TSF Logger" if required by our customers. This can be used for training, coaching, and as a backup to notes.

### PROCESS

All of our processes have been validated and implemented by Ernst & Young which insures quality, decreases costs, and delivers value to our customers

- > TSF has developed an 8 step process for all of our B2B outbound campaigns that works.

### DECREASED COSTS

- > Compared to an Inside Sales Team, TSF usually costs 40-60% less on a "cost per lead basis". Similarly, compared to a US based call center, cost reduction with TSF is equally as competitive.
- > At the end of the day, it comes down to effectiveness. A call center that is FREE but delivers no leads, is not valuable at all. TSF will help you deliver a compelling ROI (successful campaigns are usually at lead a 500% ROI) and a lower "cost per lead" than anyone we know of.

### ABOUT TELE-SALESFORCE.COM

TSF Call Center currently employs 350+ call center agents working across dozens of campaigns including Verizon, Sun Microsystems, PeopleSoft, and many more. The business processes we help with include help desk, IT and tech support, customer service, and outbound lead generation/telesales. Within 2 years, TSF Call Center will employ more than 1000 agents and will continue to service a large percentage of the Fortune 1000.