



vodafone

Vodafone is Ireland's leading mobile communications operator.

Head Office: Dublin, Ireland

No of Customers: 2.4 million in Ireland.

Entry into Irish Market: 2001

Campaign Type: Sales Lead Generation & Appointment Setting

Campaign Target Sector: SME sector across the Republic of Ireland.

Campaign Aim: Provide the Vodafone SME Field Sales team with consistent supply of 'Sales Ready' Leads and Meetings.

“Vodafone were consistently impressed by the performance and professionalism of the Maven TM team and particularly by the quality of the sales leads they generated, which significantly helped our field sales in achieving their quotas.”

Anne Sheehan,
Enterprise Director
Vodafone Ireland

Introduction

Vodafone Ireland is part of Vodafone Group, one of the world's largest mobile communications companies by revenue with over 400 million customers in over 30 countries.

Need

Vodafone Ireland had identified a need to engage with an outsourced lead generation company to provide their B2B SME Field Sales Team with a constant supply of quality sales leads and opportunities across the Republic of Ireland to help them achieve business goals.

Vodafone were careful in selecting an agency, as it required a company that would both understand and represent Vodafone's strong brand values, culture and offerings in a highly professional manner.

Why Maven TM

Vodafone selected Maven TM for several reasons, including:

- ▶ Strong knowledge and experience with the ICT arena.
- ▶ Expertise in area of lead generation and its related areas, including lead qualification, lead nurturing, CRM workflows, and relevant reporting.
- ▶ Capabilities and ideas that would help improve the performance and results.
- ▶ Open, transparent relationship and campaign model enabling easy access to team and activities.
- ▶ Commitment and positive integration to Vodafone brand values and culture.
- ▶ Practical, flexible and results oriented approach to campaign structure and agreement.

Project

Initially, the campaign focus was on generating business for Vodafone Ireland's core Telecoms (mobile, broadband and telecoms) products.

Over the period of the engagement, this responsibility was expanded to include a range of other services such as Office 365 and customer satisfaction campaigns. Over time, Maven TM also assumed responsibility for running inbound New Business telephone and webchat services, and helped to develop a continuous improvement model that drove success on the campaign.

Results

During the 2.5-year long relationship, Maven TM's internal Vodafone team doubled in size to support the increasing role they were playing in the Vodafone Ireland Lead Generation process.



Over the lifetime of the partnership, Maven TM generated over 5,000 sales qualified leads for Vodafone, and developed a very strong partnership relationship with Vodafone's campaign stakeholders, including management and field sales staff. Leads provided by Maven TM were received with great confidence by the field sales team, due to the high conversion rate to won sales that these leads achieved.

The Maven TM campaign team continuously improved its product knowledge and selling capabilities in Vodafone offerings, with a consistent growth curve of improvement in results experienced during the lifetime of the campaign.

In 2015, Vodafone took a corporate decision to bring all lead generation activities in-house, and as a result the successful partnership with Maven TM finished in early 2016.