

Orangutan

Case Study

Tim Peniston-Bird
Managing Director



O R A N G U T A N

Overview:

Industry

Business Consultancy

Challenge

- No outbound sales process.
- Unclear 'customer persona'.
- Infrequent number of incoming leads.

Results

- Streamlined predictable sales process in place.
- Consistent flow of 15 Sales Qualified Leads created per month.
- In-depth understanding of ideal customer persona and marketing focus.

Business Background:

Orangutan delivers bespoke promotions and incentives to businesses, helping focus on where they want to take their organisation and how to motivate audiences to make this possible. Orangutans projects vary from tactical sales incentive programmes to encourage sales through to market intelligence and sales channel consultancy.

"With Cognism, we've produced a sales funnel that's overflowing with the highest quality of leads."

-Tim Peniston-Bird

Challenges:

Having invested in both internal and external sales resources, Orangutan did not have a targeted outreach strategy in place. It was a challenge identifying the right person to speak to and in the instances where they had, it was just as challenging preparing the prospect to engage in a meaningful conversation.

Orangutan went through a huge restructuring of its sales organisation. After months of having telemarketers inhouse and then outsourcing to a telemarketing agency, direct outbound outreach was being reconsidered as a method of driving business development.

The inconsistent flow of leads was also disconcerting and without a process, it was becoming more and more difficult to predict what the next few months would look like.

Orangutan needed a better overall understanding of their target audience and a smarter way of engaging with their ideal prospects. Most importantly Orangutan needed a solid streamlined process in place.

Solution:

Cognism Prospector provided the functionality to build a predictable outbound sales process. Orangutan created and tested numerous campaigns using different personas from Cognism's database of 330 million people profiles in a matter of weeks. Using Prospector's smart email sequencing functionality, Orangutan was able to outreach with targeted messaging and measure the success of individual campaigns. This resulted in discovering their ideal customer personas rapidly and devoting efforts in reaching the right people. The email sequencing functionality meant that prospects became increasingly receptive, during each step of the email- outreach through informative messages.

"With Cognism, we're able to spend more time with booked meetings instead of time-intensive prospecting."

- Tim Peniston-Bird

Results:

Orangutan utilised the Cognism Prospector to its full extent by launching 3 different campaigns on a weekly basis. In just a few weeks, Cognism has created a streamlined process, giving Orangutan the ability to A/B test personas and messaging. With deep analysis of each campaign, Orangutan was able to use valuable insight aiding further successful engagement.

The breakthrough in Orangutan's prospect identification resulted in a 300% increase in engagement; building a healthy and sturdy sales funnel with minimal input. The automated sequenced email outreach ensured that prospects were marketed to effectively; "it's always the 3rd step of the sequence that gets the largest response". It has cemented a promising future with a continual flow of meeting requests each week; transitioning from painful telemarketing to 10 minutes of checking E-Mails.

"Cognism was the broadcasting sales solution that created the predictable flow needed after such a radical reshuffle within Orangutan." Traditional methods often received a sceptical and unwelcomed response. Cognism increased breadth of prospects and precipitated valuable communication between Orangutan and prospects.

The ROI was exceptional and has further demonstrated the value that Cognism was able to add to their workflow.

Cognism has proven its revolutionary technology has the capacity to integrate at any level of business at any stage, with a view to carefully oversee the growth of any business.

"Every sales rep and marketing department should be using Cognism, it's an invaluable resource for B2B company growth."

- Tim Peniston-Bird

About us:

We are on a mission to assist our customers in identifying their next best business opportunity and to provide actionable, operational data in the privacy age.

Contact us:

UK : +442038580822

E-Mail Us: contact@cognism.com

