



PROPLUS DATA

PROSPECT INTELLIGENCE

Technographics
Data

Intent
Data

ICP | TAM
Predictor

Next Tech
Purchase

Buyer Persona
Insight

Contact
Data

CRACKING THE CODE: APAC CX TRANSFORMATION SUCCESS UNVEILED !

OVERVIEW

Our Client a Global tech solution provider of Cloud-based Customer Experience (CX) driven by the transformative capabilities of CX one, sought to address our provided key pain points in the APAC region.

Our approach involved a meticulous analysis of technographic categories, coupled with utilizing advanced intent signal identification and a streamlining process focusing on active solution seekers.

Through tailored EDM campaigns and a multi-touchpoint qualification process, we exceeded the target, and identified high propensity accounts. The diverse mix of English & Non-English regions adds complexity that we overcame.

This not only increased resource efficiency and optimized conversion rates but strategically positioned the client for sustained growth, enhancing their market presence in the competitive technology solutions landscape.

ABOUT COMPANY

“ As a leading provider of cloud-based Customer Experience (CX) solutions, our client organization is dedicated to empowering businesses to exceed the expectations of both consumers and employees. At the core of their transformative capabilities is CXone, a globally recognized cloud CX platform that reflects their commitment to innovation and comprehensive CX strategies.

Beyond being a technological solution, CXone serves as a strategic enabler, assisting businesses in excelling at customer experience through a holistic approach.

This enables organizations to navigate the complexities of the modern landscape, delivering exceptional experiences that foster lasting connections with their audiences.

”

PROBLEM STATEMENT

In the pursuit of AI-driven Customer Experience (CX) transformation within the Asia-Pacific (APAC) region, there exists a critical challenge rooted in the identification and recognition of high-propensity accounts.

1

The underestimation of AI's transformative power in APAC's CX landscape poses a significant obstacle to achieving meaningful and strategic partnerships in digital transformation initiatives.

2

The complexities inherent in this diverse region demand a thorough navigation strategy to ensure insightful identification of high-interest accounts for fostering impactful AI-driven CX transformation.

3

The challenge is compounded by the need to move beyond surface-level understanding and explore the unique and nuanced requirements of APAC businesses.

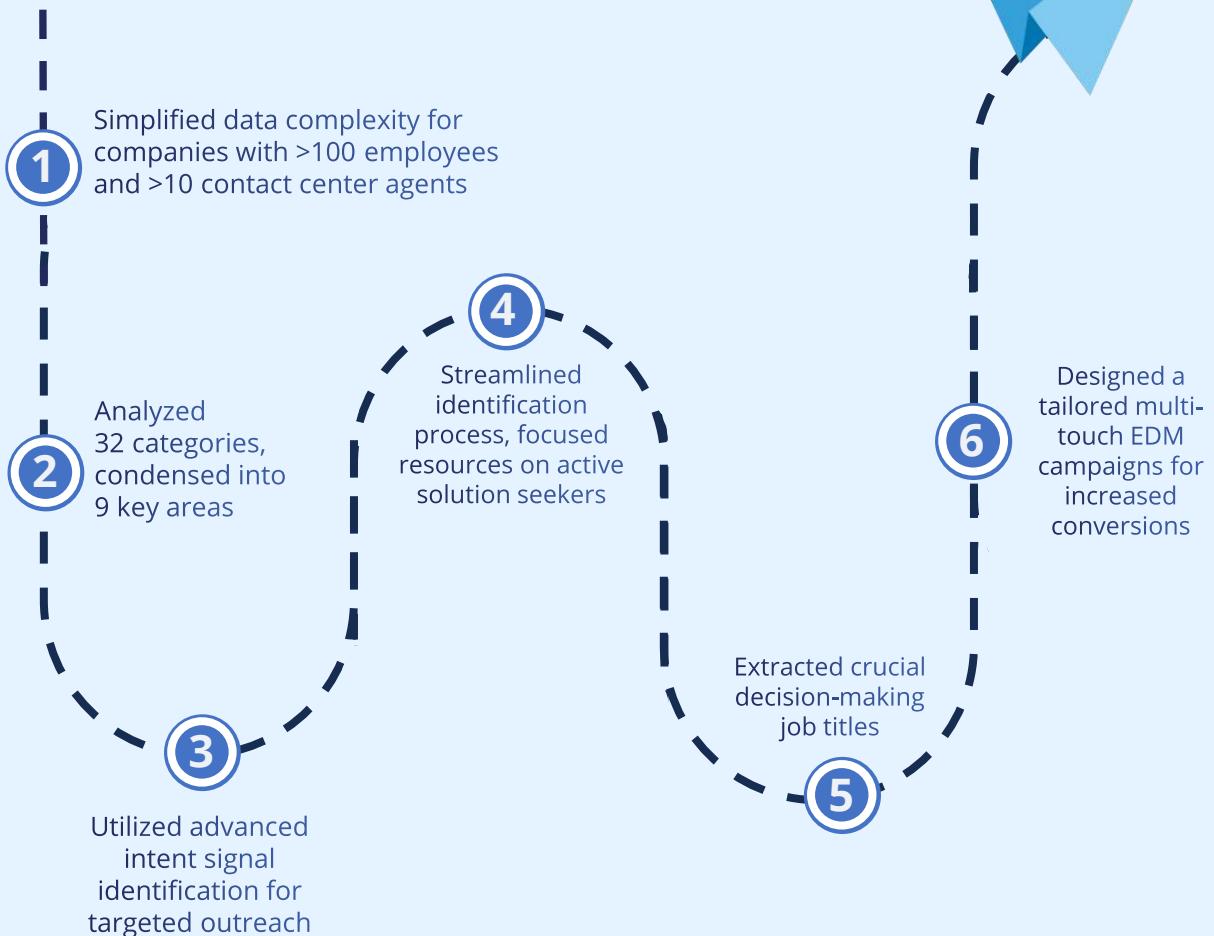
4



PAIN POINTS WE IDENTIFIED

- Identification high-interest APAC accounts for AI-driven CX transformation.
- Recognize specific interests in AI, paving the way for meaningful connections.
- Explore unique needs, going beyond surface-level understanding.
- Navigate complexities, ensuring insightful identification.
- Aim to be strategic partners in digital transformation.
- Underestimation of AI's power in APAC's CX landscape.
- Unlock untapped potential, propelling businesses toward AI-driven growth.

OUR APPROACH



HOW WE SIMPLIFIED ?

In-depth analysis.

- Technographic Data Analysis:** Conducted thorough research on the 32 categories of technographic data. Analyzed the relevance of each category to streamline focus on 9 categories.
- Intent Signal Propensity:** Researched and applied advanced techniques in intent signal propensity identification. Analyzed the reliability and accuracy of intent signals for targeting.
- Contact Data Validation:** Collaborated with the client to validate the relevance of selected job titles. Conducted in-depth research on decision-making hierarchies within target companies.
- Tailored and Personalized EDM Campaigns:** Designed engaging campaigns resonating with the unique pain points and needs of the target audience. Crafted a compelling narrative communicating the distinct value proposition of the client's offerings.
- Multi-Touchpoint Qualification Process:** Implemented a stringent criterion for lead qualification. Prospects required to engage across multiple touchpoints for qualification.

THE FINAL OUTCOME:

Efficiency Gains

Increased efficiency in resource allocation and engagement efforts resulting in higher conversion rate.

Quantifiable Lead Generation

Successfully identified **30+ high propensity accounts** for AI driven CX transformation in APJC region. **Exceeded the target of 250+ leads opportunities.**
Demonstrated the success of the refined approach in generating tangible results.

Strategic Positioning

Positioned the client for sustained growth in the competitive technology solutions landscape. Enhanced the client's market presence and competitiveness.

We provide coverage across both English-speaking and non-English-speaking regions.



PROSPECT
INTELLIGENCE
BUSINESS CASE STUDY - 1

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