

Corporate Profile Founded in 1996, Boston-based SimplyDIRECT is a marketing services firm that helps clients identify, engage and qualify prospects with maximum precision.



Company Profile Kronos Incorporated is the global leader in delivering workforce management solutions in the cloud, including industry-specific time and attendance, scheduling, absence management, HR and payroll, hiring, and labor analytics applications. Tens of thousands of organizations in more than 100 countries—including more than half of the Fortune 1000—use Kronos to control labor costs, minimize compliance risk, and improve workforce productivity.

More than just a numbers game

Kronos has a sophisticated, advanced marketing team with very specific processes, goals and criteria to meet. Jackie Terry, as director of the Vertical Demand Programs, focuses on helping her team generate net-new leads that convert to sales opportunities. The problem? The age-old trade-off between quantity and quality. Says Terry, “We’re relatively good at getting lots of names at the top of the funnel, but the reality is that even with best practice conversions, only around 10% of them will become marketing qualified leads.” Her team was spending a lot of time filtering. What they really wanted was “to get more, higher quality leads.” Well, who doesn’t?

Jackie turned to SimplyDIRECT’s survey-based lead generation program. Because their process is designed to start with people already pre-qualified “right” industry segment, job title (or role), or they are a pre-selected target company, SimplyDIRECT guarantees response rates, typically around 5%.

Only specific executives within specific target accounts will complete a client’s survey.

Filter first

Building a really great database requires a lot of craftsmanship. And Kronos admitted that defining in advance the “best” prospects — industry segments, “right” sized companies, job titles, etc. — was a very complicated part of the project. Terry reports that SimplyDIRECT forced them to be extremely precise about who they truly wanted as a lead, what executives were worth chasing and what success would look like. Fortunately, Kronos valued the SimplyDIRECT proposition: that if you can get to the right individual, everything thereafter is more efficient.

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**With SimplyDIRECT,
we were able to get
leads further down
the funnel faster.**
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Supporting multiple verticals

Prospects from different industries have different qualifying criteria. Kronos uses sales teams dedicated to segments such as retail, healthcare and public sector. Not only can SimplyDIRECT build separate prospect databases aligned to these verticals, but the surveys they deploy into them also feature qualifying questions appropriate for each segment. Kronos aggressively markets to a broad swath of accounts. “We have to be everywhere all the time,” says Terry, “and as long as we don’t tap out the universe of accounts, we don’t see why we’d stop using SimplyDIRECT’s surveys.”

“ At this point we’ve baked the SimplyDIRECT campaigns into our marketing process. Marketing to our high value, targeted accounts makes it work.”

Says Terry, “We wouldn’t then have to use as many marketing resources filtering and qualifying.”

Before engaging SimplyDIRECT, the vertical demand team had mostly focused on the top of the sales funnel and outbound-activity. SimplyDIRECT defines a great lead before it even makes it to the funnel. So then, once a prospect is engaged, the process moves faster. “SimplyDIRECT allowed our lead development representatives to focus on activity further down the funnel.”

Eloqua integration

SimplyDIRECT worked with Terry’s team to create a plug-in module with their existing Eloqua marketing automation system. Having that information flow into the application in real-time meant the account’s profile could be read by multiple people involved with the program and they could jump on the leads while they were still hot. Integration with Eloqua allowed Kronos to process leads as they were flowing in real-time.

Alternatively, SimplyDIRECT’s system allows for manual uploads every week of the leads by providing the responder data in a pre-formatted Excel spreadsheet designed to make importing easier.

No time to waste

Because SimplyDIRECT knows it will get high response rates to its surveys, Terry recommends that others using the SimplyDIRECT method “invest the time to define and prioritize a lead based on pain and interest. You only have a certain amount of time to engage on a sales call. By targeting just the right person and using survey data, you get to a better conversation in the 30 seconds you have.”

Ultimately, Kronos values SimplyDIRECT as a marketing partner more than just an outsourcer of services. As Jackie Terry emphasizes, “SimplyDIRECT didn’t just sell us a program, they supported our team.”

SimplyDIRECT offers three core services:

1. Custom contact database development
2. Opt-in, executive-level lead generation
3. Cleansing & updating of client databases

www.simplydirect.com

Kronos Pulse Report Page:

<http://www.simplydirect.com/clients/use-cases/filling-the-pipeline/>

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IBM

Infor

Juniper

MarkMonitor

NetApp

SAP

Symantec

VMware

Workday

“Great conversations; good pipeline numbers”

In the program-to-date, the proportion of MCLs (Marketing Captured Leads) that converted to MQLs (Marketing Qualified Leads) was 11% (just over what’s considered “best practice”). And, overall the program has resulted in an estimated \$6.8 million in pipeline opportunities.