

KPI Analytics

CLIENT CASE STUDY

ADP



One of the world's top business and professional management outsource expertise providers, this client boasts a diverse services portfolio encompassing traditional human resources responsibilities, digital marketing, accounting and more.

Challenges

ADP's intricate service array demands both familiarity with each division's respective skills and a deep understanding of the multiple markets the client can serve. Each service and its audiences requires highly informed targeting and refined messaging. KPI manages this elaborate targeting effort, calling prospect accounts to validate decision makers and then confirm their need for their key business services.

KPI feeds this data back to ADP's marketing team, which in turn plugs it in to sales management/CRM platforms such as salesforce and Eloqua. This client is the undisputed leader in its industry and has a truly massive target audience; it reaches out to companies with 1,000+ employees as well as mid-market and small business prospects. This requires KPI to profile more than 100,000 organizations, filtering and categorizing them accordingly to suit the right client division.

KPI Advantages

KPI is plugged directly into this client's field sales efforts, providing the informational lifeblood it needs to ensure accurate, well-targeted appointment setting. Thanks to KPI, ADP is equipped with accurate, actionable prospect data that optimizes sales efforts. KPI manages a high-volume prospect pool with speed and efficiency that has helped ADP capture more market share and reinforce its reputation as the premiere outsourced business services provider.



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