

KPI Analytics

CLIENT CASE STUDY

Mobility Services International



When large organizations need to relocate personnel, they call on MSI. With expertise in global and national moves, companies and corporations of all sizes are counting on MSI to facilitate executive and staff moves. MSI originally approached KPI in a state of dissatisfaction with a previous vendor, offering KPI the opportunity to develop and manage a pilot program that would increase market share.

Challenges

Typical of many engagements, the timeframe MSI allotted for KPI to begin demonstrating results was very compressed. In only three months, KPI had to demonstrate value or the pilot program would be discontinued. KPI ramped up an accelerated appointment qualification and appointment setting initiative that began to show results almost immediately. The KPI team was able to set up and work right within a salesforce application. KPI also tackled a very cluttered, stale database, cleansing and updating the information to ensure more accurate appointment setting.

KPI Advantages

The KPI impact was almost immediate. The pilot program's success has given way to four consecutive contract renewals with MSI. Among the many benefits KPI delivered was a much richer attention to detail in the lead write ups. KPI consultants were able to capture much more strategic information, which further helped to shape the prospect profile. KPI also provided MSI with an enhanced ability to listen in on conversations during appointment qualification. They obtained deeper prospect insight, which made for much more informed follow up. KPI also provides more informative reporting, tracking email and voicemail impressions using an optimized, consistently fresh database.



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