

Increasing Sales Rep Productivity




THE CHALLENGE

Intuit aimed to reconnect with its previous customers who had been inactive for more than a year and were unresponsive. Additionally, around 30% of the leads associated with these previous customer organizations were no longer valid due to users having switched companies. This resulted in the sales reps dedicating a significant amount of time to administrative tasks, which led to lost productivity and wasted efforts.

THE SOLUTION

The team of Data Analysts at RightLeads took care of Intuit's lead data discrepancies by substituting outdated lead information with up-to-date and pertinent data that matched Intuit's Ideal Customer Persona (ICP). They utilized purchase intent information to pinpoint potential buyers in the market, and these leads were prioritized when presented to the Sales Reps. The outreach was optimized by leveraging Nexsales' live conversation platform - Voicereach™, which facilitated valuable and relevant conversations with decision-makers and influencers who were interested in re-engaging with Intuit.

THE RIGHTLEADS RESULT

-  **200%** increase in re-engagement rates
-  **\$2.1M** added in re-engagement opportunity pipeline
-  The time saved by the Sales Reps increased by **470%**



About Intuit

Intuit is a global technology platform that provides solutions to help customers overcome their financial challenges. Their popular products include TurboTax, QuickBooks, Credit Karma, and Mailchimp. The company is committed to finding innovative ways to enable everyone to prosper and reach their financial goals.



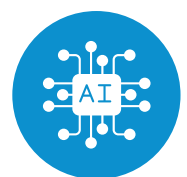
Human Data Assistant



Data Analyst



VoiceReach Dialer



AI Prioritized Leads

See how RightLeads can help you increase your sales rep productivity!

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