

Client: UNIT4CODA

UNIT4
CODA

UNIT4 CODA, Inc. is part of UNIT4, a \$603 million global business software company aimed at helping dynamic organizations to embrace change simply, quickly and cost effectively. Coda Financials is best-of-class financial management software designed to integrate with industry- and company-specific applications.

www.goodleads.com
395 Main Street | Salem, NH 03079
P: 866-894-LEAD | F: 866-870-8150
info@goodleads.com

Background

This Good Leads client provides a “Best in Class” software solution for companies with complex accounting environments. Through its Unified General Ledger system, their solution is capable of handling financial accounting needs of companies operating internationally utilizing multiple currencies and/or with multiple divisions, providing multi-level detail at the touch of a button. Need to report under GAAP and IFRS? No problem. Need to see details to down to 11 levels? This system does it and without the large capital investment of full blown ERP solutions or the IT demands of a Business Intelligence system. This Good Leads client has success stories in a number of industries, Financial Services, Transportation & Logistics, Retail, and Insurance.

The Challenge

Originally, this Good Leads client hired us for two years to conduct cold prospecting calls into specific sized companies in specific industries. It was always their intention to bring the function in-house and integrate it with their sales process. After a year of attempting to manage lead generation, management, and nurturing with internal resources, they realized that leads from marketing programs were not receiving proper follow-up calls. They had trouble validating the overall outbound calling effort and capturing market intelligence from these calls.

The Solution

Knowing Good Leads from previous experience, they returned to craft a different type of solution than the original relationship. Our current engagement model fulfills their need for dependable lead follow-up, integrated with multiple marketing lead sources, as well as appointment scheduling and lead nurturing for their sales team.

Client: UNIT4CODA



The Results

Lead qualification in half a year has tripled and several leads are in various stages of the sales pipeline. In addition, the client knows with confidence that we will ensure timely follow-up and engage in quality conversations to learn about future initiatives. Our feedback helps to close the loop on the value of marketing program spend, allowing them to drive down the overall cost of sales. We now speak of renewing our contract on a yearly basis.