

Lead Generation Program

CLIENT PROFILE



Company Shell
Industry Oil & Gas
Country Malaysia, Singapore, Hong Kong

OUR RELATIONSHIP

- Been our Client for 6 years !
- We managed lead generation programs for Shell across 3 markets.

THE CHALLENGE

- Create sales opportunities for sales teams across Malaysia, Singapore and Hong Kong.
- Deliver qualified leads on a weekly basis, based on set criteria and targets.

OUR APPROACH

- Star Solutions developed the lead criteria together with Shell and also reocmened prospect data sources.
- Using telemarketing, fax and e-mail, we contacted potential prospects and gathered information.
- Based on criteria, qualified leads were transferred to sales teams via ur lead generation portal on a weekly basis.

RESULTS

- 100% of targets achieved !
- Campaign results were tracked by Shell weekly using our online dashboard.

CHANNELS / SERVICES USED

