

A WarpSales™ Success Spotlight



CA is one of the world's largest IT management software providers. Its software and expertise unify and simplify complex IT environments in a secure way across the enterprise for greater business results.

Increased Lead Quality, Sales Pipeline, & Closures

WarpSales has enabled CA Sales Reps to:

- Increase telesales connect rates to an average of 37% with peaks of nearly 50%, up from 10%
- Achieve email campaign open rates of > 30%
- Erase the time lag between marketing and sales
- Increase the sales closure rate
- Increase revenue

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Matt Kalmenson
Vice President,
Sales
CA

The Challenge: More Effective Campaigning

The telesales division of CA, one of the world's largest information technology (IT) management software companies, employs some 500 people making outbound, business-to-business calls to prospects and customers. Historically, only about one in 10 calls resulted in a live conversation. Although that connect rate was consistent with the industry average of 7-10%, CA wanted to capture a greater number of contacts, qualify them and turn them into leads at the top of the funnel. And by raising the live connect rate with higher quality leads, CA hoped to increase sales volume and drive more revenue.

The Resolution: Knowing Where to Focus

After researching available solutions and technologies, CA chose Acrelic Interactive's (Acrelic) WarpSales™, the first lead qualification system that connects professional B2B sales people to their prospects in real time. “We realized that this technology would enable us to have a view into the customers we were trying to reach,” says Jim Tedesco, Vice President, Customer Interaction Center, CA.

Acrelic's coaching on best practices and effective methods in campaigning, along with WarpSales' email campaigning system, enabled CA to achieve higher open rates and track them in real time. In addition, the application's email and website monitoring capabilities identify prospects at precisely the time they are expressing interest in CA's software solutions. Within seconds, these leads can be qualified

and sent to telesales representatives, who can follow up on them immediately. WarpSales not only erases the time lag between marketing and sales but also transforms cold calling into “warm calling” to prospects known to be predisposed to purchase and highly likely to be available for a live conversation.

“WarpSales enables us to better understand when we should call our customers, what they’re interested in based on what they’re clicking, when they open our email and when they don’t,” says Tedesco.

“We were excited from the beginning, when we heard that on the first day, the Reps were high fiving in the hallways. This is a strong confirmation of the WarpSales solution for Sales.”

David A. Rosen
President & CEO
Acrelic Interactive

The Bottom Line: Increase in the Closure Ratio

In an initial 60-day trial, WarpSales more than tripled the division’s connect rate, raising it to the 35% range. As a result, CA’s sales representatives have become far more productive – not by making more calls, but by making better calls. “WarpSales is like a sales assistant that’s working in the background, lining up the next opportunity while our sales reps are on the phone with someone else,” says Matt

Kalmenson, Vice President, Sales, CA.

Coupled with the sales team’s traditional conversion rate of 23%, this dramatic improvement in connect rates enabled CA to justify its annual investment in WarpSales after just one month of operation. “We are now starting to see not only a higher quality of leads coming out of our campaigns and a substantial increase in the sales pipeline, but an increase in the closure ratio,” says Kalmenson.

About Acrelic Interactive

Acrelic is the creator of WarpSales™ -- the first lead qualification system that connects professional B2B sales people to their prospects in real time. With WarpSales, Marketing organizations can accelerate delivery of both quantity and quality of leads to Inside Sales organizations who in turn, can increase their productivity by at least doubling their live connect and lead conversion rates.

Acrelic is helping companies across industry segments create new revenue opportunities and achieve greater profitability through a unique combination of technology and technique. By focusing on open source solutions for scalability and economic flexibility, Acrelic is able to provide a straightforward and affordable solution to companies of all sizes. A customer sampling includes: IBM, Citicorp, Computer Associates, and Tempur-Pedic, among others.

Acrelic Interactive was founded in 2002, and is privately held. Acrelic headquarters is located in Warren, NJ.

For more information, please visit www.acrelic.com or call 908-222-2900.

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