

A WarpSales™ Success Spotlight

CONCUITY®

Concuity, Inc. is a developer of leading edge, Web-based technology and service solutions that help healthcare organizations manage their revenue cycle.

Greater Insight & Visibility into What Works

Concuity's sales and marketing organizations have benefited from using WarpSales in many ways, including:

- Open Rates over 30%
- More visibility into prospects' activity
- More targeted messages
- Increased focus for sales reps
- Greater awareness of their products

“WarpSales is really a great way to integrate sales with marketing. It provides you with an excellent perspective of what your sales people are actually facing in the marketplace.

Amy Begau
Marketing Director
Concuity, Inc.

To achieve market penetration as quickly and efficiently as possible, Concuity, a late-stage start up organization, needed to generate leads by communicating the value of their service to as many prospects as possible. To facilitate this, their sales representatives needed to be able to connect with more prospects in less time and then cultivate quality leads. When they were introduced to WarpSales from Acrelic Interactive; the first lead qualification system that connects professional B2B sales people to their prospects in real time, they immediately saw a solution that could help them achieve both these goals.

Since using WarpSales, Concuity's marketing campaigns are more targeted, achieving open rates of over 30% and yielding a greater ROI and much lower cost-per-lead than other types of campaigns. As a result, their sales and marketing team have been able to get a better understanding of the marketplace, refine their message accordingly, and generate qualified leads to build their pipeline.

If you want a better way to reach your prospects, read how Amy Bergau, Marketing Director for Concuity, uses WarpSales to fine-tune her marketing campaigns.

The Challenge: Increased Visibility

Concuity, Inc., a developer of leading edge, Web-based technology and service solutions in the Healthcare industry were producing email campaigns through their CRM solution, Salesforce.com. Because of spam filtering, the campaigns were not producing the results that they would have liked. With more productive email campaigns they would achieve increased visibility that would help them more accurately assess prospect interest and focus their resources appropriately.

The Resolution: Greater Reach

After researching available solutions and technologies, the Marketing Director for Concuity, Amy Bergau, chose Acrelic Interactive's *WarpSales*; the first lead qualification system that connects professional B2B sales people to their prospects in real time. *WarpSales* is enabling Concuity's sales reps to spend more time doing what they do best – sell. According to Amy, "During the first week of using *WarpSales*, one of the reps uncovered a large opportunity that we had been trying to work for quite a while. It was great to be able to get in the door with this account through a *WarpSales* campaign." She added, "Our sales executives are usually selling to the CFO level and the sales process can go through several face-to-face meetings before a prospect actually signs a contract. When it comes to identifying new prospects over the phone, *WarpSales* definitely gives them an edge by enabling them to reach more people within a shorter window of time."

Acrelic's coaching on best practices and effective methods in campaigning have proven successful for Concuity. They appreciate how testing a variety of messages through *WarpSales* has provided visibility into which messages work best and how various members within an organization respond differently to the same message. "As we test, we've been able to discover tactics that we normally would not have expected to be successful. For instance, we seem to have greater success utilizing a top-down approach, such as when we get the attention of the C-level audience and they forward the information to one of their reports for follow up. From a marketing perspective, we've learned that we can now customize an appropriate message for each level within the organization", says Amy.

The Result: Heightened Awareness

Since using *WarpSales*, Concuity's overall branding in the marketplace seems to have increased, contributing an unexpected benefit to their campaigning efforts. As Amy shares, "I think our *WarpSales* campaigns have definitely increased our footprint in the marketplace. They are creating a heightened awareness of our solutions and bringing Concuity to the forefront of the minds of the people we want to work with. As a result, we're getting more cold and random requests for information and the people we're contacting are referring us to their colleagues. They see a solution that is needed by their peers, and when asked, they are giving out our name."

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 Tempurpedic, among others.

Acrelic Interactive is privately held, founded in 2002 and is headquartered in Warren, NJ.

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