



**BOREK**  
SOLUTIONS

# WEB-RESEARCH

For a Leading Service Provider in  
the Dialogue Marketing Industry



**CASE STUDY**

2020

# THE DIALOGUE MARKETING INDUSTRY IS A FORM OF DIRECT MARKETING THAT SPECIFICALLY TARGETS CONSUMER INTERESTS

## CLIENT

A leading player in the **dialogue marketing industry**, our client is developing individualized, **data-driven customer communication solutions**. Whether a single campaign or an entire strategy – The range of services extends from personalized birthday mailings to comprehensive customer loyalty solutions with cash register integration.

## SCENARIO

In order to scale their business, the client needed **to continually build** updated and targeted **business data** for their sales and marketing teams.

## SOLUTION

By understanding the specific needs of the client, Borek Solutions deployed a team of **web-research experts**.

## TEAM

In order for the team to be as agile as possible, we created a multi-layered structure. The **Project Manager** oversees the actions of the team whilst the respective **Subject Matter Expert (SME)**, focuses on maintaining consistent throughput.

## IMPLEMENTATION

The Project Manager took up the responsibility to structure the process of deploying the Web-Research Team:-

- Based on the **Data Qualification Criteria (DQC)** defined per research project, we developed a Data Qualification Document (DQD), **to precisely define Target Audience (TA)**
- Post-finalization of the of DQC, we submitted the **sample data for feedback and fine-tuning** before the project would go full-throttle.
- **Data Population & Quality Assurance** was done by Executives and SME's, on an on-going basis, per project.
- This is how the team would **deliver projects** either back to back or in parallel patterns based on timelines and priority set per project.

## HIGHLIGHTS

01

A Team of **3 resources** deployed by the **Project Manager**

02

**4+ years** of engagement and counting

03

Project duration averaging between 6 to 10 weeks

04

**32+** business data web-research **projects delivered successfully**

05

**50,000+** researched data **records delivered**

## KEY BENEFITS

Achieved **50% higher hit-ratio** due to data precision and quality research data

**Cost Per Lead (CPL) reduced by 16%** due to cost reduction on TA data preparation

Business Teams **saved more than 20%** of their **time** by engaging Borek Solutions team

Campaign preparation time, **reduced by 30%**

Business Teams focused on next levels of **value-addition** due to time saving

## BOREK ADVANTAGE

- Borek Solutions **Indo-German DNA** and **comprehensive team model** stand out from the crowd
- Our clients enjoy greater flexibility to build **extended teams** while increasing value focused engagement for their clients
- Borek Solutions operate across timezones with our 24x7 teams and infrastructure.
- Borek Solutions has access to, practically, **unlimited resource pool** makes it a champion of unparalleled turn-around-times
- Our experienced resourcing specialists make sure that each **team member is carefully selected** to address unique needs of our clients



## **BOREK** SOLUTIONS

Borek Solutions, a division of Borek IT Sourcing Pvt. Ltd., is part of a German, family-owned group, serving clients in building teams across a wide range of competencies.

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