



Case Study

Building Digital Efficiency

SuccessStars Consulting Drives a 50% Surge in Lead Conversion and Growth for Hexaware





Introduction

In the fast-paced world of IT and technology services, Hexaware, a global leader, faced significant challenges in managing its lead-to-revenue journey. To enhance efficiency, improve lead nurturing, and gain complete visibility into their lead pipeline, Hexaware partnered with SuccessStars Consulting LLP. Through this collaboration, SuccessStars implemented a cutting-edge multi-channel Marketing Automation system integrated with their Microsoft 365 CRM, transforming Hexaware's approach to lead management and driving significant business growth.





Client Overview

- **Client:** Hexaware Technologies
- **Industry:** IT and Technology Services
- **Challenge:** Needed to streamline the lead-to-revenue process, improve lead nurturing, increase conversion rates, and gain better visibility into the lead journey, while integrating a new Marketing Automation system with their existing Microsoft 365 CRM.





Objectives:

- Implement a comprehensive Marketing Automation system to enhance efficiency.
- Integrate Marketing Automation with Microsoft 365 CRM for seamless data management.
- Increase lead nurturing effectiveness and conversion rates.
- Provide complete visibility into the lead journey from generation to conversion.
- Optimise multi-channel strategies, including Email Marketing, Social Media, Website integration, and Webinars, to drive consistent lead generation.





Strategy:

SuccessStars Consulting developed a robust strategy focused on integrating a multi-channel approach with advanced Marketing Automation and CRM integration to meet Hexaware's objectives.

1. Multi-Channel Digital Strategy:

- **Email Marketing:** Developed personalised email campaigns that targeted specific segments of Hexaware's audience, enhancing engagement and driving leads through the funnel.
- **Social Media Marketing:** Created and executed a social media strategy across platforms like LinkedIn and Twitter, focusing on building brand awareness and engaging with potential customers.



Strategy:

- **Website Integration:** Integrated the website with the Act-On Software Marketing Automation platform to capture lead data and track visitor behavior, allowing for more personalized follow-ups and targeted marketing efforts.
- **Webinars:** Launched a series of educational webinars that served as lead magnets, providing valuable content to prospects and nurturing them through the sales funnel.





Strategy:

2. Marketing Automation Implementation:

- **Act-On Software Integration:** Successfully deployed the Act-On Software Marketing Automation system and integrated it with Hexaware's existing Microsoft 365 CRM. This integration ensured seamless data flow between marketing and sales, enabling more effective lead management.
- **Automated Workflows:** Created automated workflows that guided leads through the funnel with timely and relevant communications, increasing engagement and improving the overall lead nurturing process.





Strategy:

- **Lead Scoring and Prioritization:** Implemented lead scoring within the Act-On platform to prioritize high-potential leads, ensuring the sales team could focus on the most promising opportunities.





Implementation:

SuccessStars Consulting meticulously executed the strategy, ensuring that each element worked synergistically to maximize Hexaware's lead management and conversion efficiency.

1. Multi-Channel Campaigns:

- **Email Marketing Campaigns:** Launched targeted email campaigns, using dynamic content and segmentation to drive higher engagement and move leads through the funnel.
- **Social Media Campaigns:** Executed social media campaigns focused on LinkedIn and Twitter to increase brand visibility and attract high-quality leads.





Implementation:

- **Website Integration:** Integrated the website with Act-On, enabling better tracking of visitor behavior and more personalized marketing efforts.
- **Webinars:** Hosted a series of webinars, attracting prospects and nurturing them through educational content that addressed their pain points and demonstrated Hexaware's expertise.





2. Marketing Automation Rollout:

- **Integration with Microsoft 365 CRM:** Successfully integrated Act-On with Microsoft 365 CRM, providing Hexaware with a unified platform for managing customer data, tracking lead journeys, and ensuring smooth transitions between marketing and sales.
- **Automated Workflows and Lead Scoring:** Customized automation workflows for consistent, personalized lead nurturing and implemented real-time lead scoring to prioritize high-value prospects.





Results:

The partnership with SuccessStars Consulting led to transformative outcomes for Hexaware:

1. 50% Surge in Lead Conversion:

Achieved a 50% increase in lead conversion rates, significantly boosting Hexaware's sales pipeline efficiency.

2. Enhanced Lead Nurturing & Engagement:

The Marketing Automation system, integrated with Microsoft 365 CRM, increased lead nurturing effectiveness, leading to higher engagement and conversion.





Results:

3. Complete Visibility into Lead Journey:

Provided Hexaware with full transparency and insights into each lead's journey, from generation to conversion, enabling data-driven decision-making.

4. Improved Efficiency:

Streamlined lead management processes, reducing manual efforts and allowing the sales team to focus on high-value activities.





Testimonial:

Jayakrishnan, VP of Marketing at Hexaware Technologies: "SuccessStars Consulting has been instrumental in transforming our lead management process. Their expertise in Marketing Automation and multi-channel strategies, coupled with the seamless integration of Act-On with our Microsoft 365 CRM, has not only improved our efficiency but also enhanced our lead nurturing and conversion rates. With complete visibility into our lead journey, we can now make more informed decisions and focus on what matters most—growing our business."





Conclusion:

SuccessStars Consulting LLP's expertise in multi-channel performance marketing and Marketing Automation has propelled Hexaware to new heights. This success story highlights the critical role of a well-integrated, automated lead-to-revenue journey in driving business growth, especially in the competitive landscape of IT and technology services. By partnering with SuccessStars and integrating Act-On with their Microsoft 365 CRM, Hexaware has achieved greater efficiency, improved lead nurturing, and ultimately, a more predictable and profitable leads pipeline.

