Case Study

Intel Leverages LeadXchange for BFSI

Intel partners with LeadXchange to identify the right set of BFSI customers

Executive Summary

The future of banking and finance is all about reaping the benefits of a digitized ecosystem. Computing mogul Intel very well appreciates how technology plays an integral role in creating unmatched business value and sustainable customer satisfaction. Aligned with their vision of co-creating the next generation banking experience, they introduced a suite of cloud services that enable IT transformation. To amp up their sales and create a pipeline of profitable prospects, they partnered with LeadXchange.

Given their expertise in managing critical lead generation projects under tight budgets and timelines, LeadXchange created a holistic lead generation campaign that culminated in greater sales and higher customer satisfaction for Intel.

Utilizing their advanced analytics and campaign management platforms, LeadXchange successfully stimulated 80 new customers that ticked all boxes, within a short time period of only 30 days.

Business Need

Digital transformation in the banking and financial sector is opening up a new era of opportunities to power customers with greater experience underlined by superior engagement and personalization.

The future of banking is all about going digital and incorporating technologies that intertwine flexibility, accessibility and digitization. Transformation has come to life, thanks to upcoming banking technology trends in the realm of artificial intelligence, advanced analytics and internet of things (IoT)which are enabling the BFSI sector to seamlessly blend physical and virtual, and step into the future, taking customer satisfaction and experience to a whole new level.

Intel, a global leader in computing technologies has consistently ruled the roost, and continues to shape innovation to advance the BFSI industry through data driven digital revamp. In line with their vision to co-create a banking world that radically improves efficiency, risk management and customer experience, Intel introduced their new set of banking services. A cloud-based business model, the offering evolves banking for partners with IT transformation.

Locating the best fit customers in today's vast marketplace is akin to finding a needle in a haystack. Therefore, Intel partnered with LeadXchange and sought their competency in collaborating with the right set of customers that could benefit from their banking services.

The task at hand was generating 80 high quality leads (HQL) within the SBI ITDM community and the budget for the project was bracketed within INR 15 Lac.

Campaign Solution

To enable Intel deliver their target, LeadXchange put together an all-inclusive lead generation campaign, keeping data as the key driver in decision-making.

Being SMEs in the lead generation space, LeadXchange began by fully understanding Intel's offering so that appropriate customer segments could be tapped into for a mutually beneficial relationship. Thus, the first step entailed creating a comprehensive list of the unique selling points of the suite:

- Render business agility
- Better data protection and faster, seamless bandwidth
- Satisfy dynamic demands with new services
- Security- a priority
- Support high-demand applications
- Enable next-generation digital services
- Drive actionable insight and real-time decision making

The next step encompassed creating a classic persona of a high-quality lead or HQL. Through LeadXchange's cutting-edge technology that is built on the most advanced analytical engine, demand mapping algorithms and validation processes, the persona was identified.

Verified over myriad data points scored with propriety algorithms and matched with filters, the HQLs were characterized as influencers or top decision makers of an enterprise with confirmed projects that could lead to profitable partnership with Intel.

LeadXchange also devised the persona of an NQL or nurturing lead.

The table gives a detailed snapshot of an HQL persona;	
Project Confirmed with Budget	Project confirmed with or without budget
Authority	Decision makers / Influencers
Need	Customer Needs and Pain points have been identified
Time	Within 3-9 months
Solution Discussed	Requirement can be met
Next Steps	Demo Request, RFP, Vendor Evaluation

This audience segment comprised decision makers or influencers who at this moment in time had no confirmed project however they had the capacity to convert into profitable customers in the next 6-24

Here's what the persona of an NQL looked like:	
Project Confirmed with Budget	No Project Confirmed
Authority	Decision makers / Influencers
Need	Customer Needs and Pain points have been identified
Time	Within 6-24months
Solution Discussed	Requirement can be met
Next Steps	Send Information, Events, Marketing Activities

With personas well-defined, LeadXchange now customized a comprehensive marketing strategy to attract the right set of potential customers. The objective was to create greater awareness around Intel's cutting-edge banking services and showcase how Intel could help them to radically improve their efficiency, risk management, compliance and customer experience.

Marketing Solutions

One of the main focus areas of the marketing campaign was creating interactive and engaging material that provided a deep dive into the nuances of banking technologies. HQLs and NQLs were identified as leaders who would often look to expansive and niche content to gain information on tech trends in the advanced IT sector. Therefore, thought leadership pieces and leader blogs that offered knowledge into the andscape were widely permeated.

For general awareness, banners and whitepapers were hosted on Lead Xchange and Intel's official website. Along with this, highly engaging tell sessions, interviews and interactive conversations featuring a league of Intel's leaders were circulated through channels like CXOtv. news, itVARnews, healthtechnology.in and newswire coupled with social media engagement via Twitter and LinkedIn.

To build a pipeline of valuable customers and strengthen relationship with existing and potential prospects, email marketing was extensively utilized. Through specially curated content devised for different segments of customers, email marketing enabled Intel to interact with different sets of audience with solutions that acknowledged their business pain points.

An aggregation of these strategies proved to be a success in acquiring genuine customers and creating exceptional value.

Conclusion

Armed with a potent lead generation campaign, planned and executed by LeadXchange, client Intel realized their sales targets.

With a string of leads generated through an assortment of relevant filters and remarkably sophisticated data analytics platforms, Intel successfully brought on-board 80 new customers that checked all boxes, within a short time period of only 30 days.