

Jigsaw Case Study

Customer

ePlus Technology provides IT products and services, flexible leasing solutions, and enterprise supply management, enabling customers to optimize their IT infrastructure and supply chain processes

Industry

Information Technology, Hardware/Software, IT Services

Challenge

ePlus Technology wanted to shorten its sales cycle—which can last three to six months or more—by contacting prospects through as many channels as possible. But inaccurate and incomplete contact data hindered these efforts.

Solution

In 2006, ePlus Technology subscribed to Jigsaw as one of its main sources of business contact data. The company uses Jigsaw's continuously updated database to find specific targets for multichannel sales and marketing campaigns.

Results

With Jigsaw Team, ePlus Technology has:

- Downloaded approximately 12,000 highly targeted phone numbers and email addresses.
- Streamlined lead generation / prospecting activities by 20 to 30%.
- Shortened its sales cycle by using multiple channels to contact prospects and find key decision makers.
- Reached more decision makers and increased response rates.
- Minimized returned mail and bounced email in marketing campaigns by uploading accurate contact information into their marketing database.

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— Amit Sharma, Director of Business Development,
ePlus Technology

ePlus Technology

ePlus Technology Streamlines Lead Generation / Prospecting Efforts by 20 to 30% with Jigsaw Team

For companies that sell sophisticated technology solutions, the sales cycle can last several months or longer. ePlus Technology is always looking for ways to speed up the process to a successful close.

"Any major IT purchase decision involves at least two or more key decision makers," says Amit Sharma, Director of Business Development, ePlus Technology. "When you are dealing with accurate contacts that include phone number and email, it really helps shorten the sales cycle and fill the prospect database for future marketing efforts."

Before 2006, ePlus Technology used a contact data solution that provided little information beyond contact names and main company phone numbers. The company evaluated other solutions until one of its sales reps recommended Jigsaw. Impressed by Jigsaw's ability to deliver complete contact data, ePlus Technology subscribed to Jigsaw Team in 2006.

"Seeing the way Jigsaw works in terms of letting you download only the contacts you want made our decision a lot easier," says Sharma. "The fact that all the contacts include email addresses was also a big differentiator."

Email Addresses Enable Multichannel Contact

ePlus Technology's Business Development Group noticed a difference right away. Jigsaw delivered complete contacts that enhanced the company's prospecting activities. Armed with complete, accurate contact data for decision makers, the business development team can target prospects through multiple channels.

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By running sales campaigns that combine emails with phone calls and other marketing communications, ePlus Technology is shortening its sales cycle, reaching more decision makers, and achieving a higher conversion rate.

"Prospects often feel more comfortable responding to an email to request more information rather than calling and possibly having to spend 10 minutes or longer on the phone with a stranger," says Sharma. "Plus, if the prospect isn't interested or isn't the right point of contact, he or she may forward the email to a colleague who is. Over the past two years, we have used approximately 12,000 high quality contact emails and phone numbers from Jigsaw."

Vigilant User Community Keeps Database Accurate

ePlus Technology is also saving time with Jigsaw. Its business development team can now focus on having meaningful conversations, rather than searching for the right people within an organization – a process that is time consuming and decreases employee productivity.

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The fact that Jigsaw's database is continuously updated by users reassures ePlus Technology that it is getting the best possible data.

"The conventional list brokers seem to update their databases infrequently," says Sharma. "Jigsaw's users put the data under constant scrutiny, which leads to greater accuracy. And even when we do run into a bad piece of data, such as a wrong number, Jigsaw's complete contact records give us a couple other ways to reach the person." Jigsaw also allows our inside reps to earn future credits for reporting bad data – a process that helps maintain the integrity of Jigsaw's contact information.

Satisfied Reps Download Hundreds of Contacts

Jigsaw's accurate contact information helps ePlus Technology's marketing efforts minimize returned direct mail and bounced email. It reduces the need for unnecessary cold calls by providing exact titles and contact information that help sales reps identify decision makers on a timely basis. For these and other reasons, ePlus has renewed its Jigsaw Team subscription for two more years.

"Overall, our business development reps are extremely satisfied with Jigsaw," says Sharma. "They keep downloading hundreds of contacts every month, which demonstrates the value-add of the solution. And Jigsaw keeps broadening the offering by forming partnerships and growing its database. Any company that's looking for a way to shorten the sales cycle and populate their database with accurate contacts should strongly consider Jigsaw."

About ePlus

ePlus Technology is a leading provider of technology solutions. ePlus enables organizations to optimize their IT infrastructure and supply chain processes by delivering world-class IT products from top manufacturers, professional services, flexible lease financing, proprietary software, and patented business methods. Founded in 1990, ePlus has more than 625 associates in 30 locations serving more than 2,500 customers. The company is headquartered in Herndon, Virginia.

About Jigsaw

Jigsaw is an online directory of business contact and company information, which is built, maintained, and accessed by its global community of more than 400,000 members. Jigsaw provides low-cost, easy access to high-value business information that can be used to identify key decision makers and people for purposes such as sales, marketing, customer service, and recruiting.

For more information, visit www.jigsaw.com



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