



LeadXchange for Dell-Ashtech

Dell-Ashtech partners with LeadXchange to connect with the appropriate market segments for remote work solution

Executive Summary

As the pandemic in the form of the COVID-19 virus rocked the world, businesses were seen scrambling to seamlessly employ work from home solutions to continue operations and keep their staff safe and secure. In the corporate world, the need of the hour continues to be on exploring new and innovative solutions that can enable the remote workforce to continue delivering to the best of their ability and remain connected, despite the isolation. Given that the world will not be returning to

the pre-pandemic era any time soon, it has become all the more important for businesses to keep exploring investment opportunities in the remote environment space, that give them the edge, while keeping the safety and health of their staff an unwavering priority.

Dell-Ashtech has been at the forefront of introducing best in class technologies that hand-hold businesses as they navigate the pandemic. As a part of their mission to continue delivering highly advance work from

home solutions, Dell-Ashtech partnered with LeadXchange to bring into their fold customers from Mumbai, Pune and Gujarat, and double up as change and engage experts to create a mutually fruitful relationship, powered by safety, reliability and security.

As a result of a specially crafted campaign carried out through varied modes of lead generation tools, LeadXchange helped Dell-Ashtech build a strong pipeline of leads and HQLs exceeding the target.

Business Challenge

The COVID -19 crisis completely upended the world and its ways of working. It has urged organizations-both seasoned and even those fresh off the boat - to put on their thinking cap and reimagine the future. The new normal is in order and it is the harbinger of a future of work, characterized by an unsurpassed degree of virtual connectedness.

In such a scenario, the need for remote connectivity solutions is taking the world by storm. Organizations are banking on transformative solutions to draw in seamless connectedness and collaboration among their remote workforce, while ensuring health of their staff remains a relentless priority.

Dell Technologies has been an unequivocal leader in the digital transformation space, providing digital technology solutions, products, and services to drive business success. Dell remains committed to their vision of enabling a seamless and secure remote work environment for business partners across the globe. Given that 65% of their own global team members work in a flexible capacity, Dell very well understands the importance of having the right equipment for working remotely.

Embodying the vision 'wherever work takes you, we'll be there', Dell-Ashtech introduced a broad portfolio of solutions designed to help remote workers stay connected and be productive no matter where they are.

Their mission in mind was to enable businesses derive unmatched benefits from the suite of services, helping them remain on the top of the game and maintain business continuity. In order to achieve their goals, Dell-Ashtech partnered with LeadXchange to help connect with the appropriate market segments. The objective of the venture was for Dell-Ashtech to create increased



awareness around the innovative solution set and reach out to 40 high profitability leads, and offer them the capacity to implement their own remote work environment seamlessly and efficiently.

Campaign Solution

These are exciting times for a digital transformation that fosters exceptional virtual collaboration, and LeadXchange saw the campaign as a great opportunity for Dell-Ashtech to permeate into profitable customer segments and expand their footprint and offer their expertise in empowering productivity through remote work solutions.

LeadXchange, through their advanced analytics platform and data management tools was able to identify the most relevant customer segments within Mumbai, Pune and Gujarat regions that could benefit from Dell-Ashtech's work from home solutions. The high-quality leads were businesses that were actively looking out for state of the art work from home solutions and were in search of subject matter experts that could counsel them to seamlessly navigate the pandemic and power their staff with an effective work environment, underscored by unwavering focus on

care, health and safety.

Once the HQLs were pinpointed, the LeadXchange team constructed a lead generation mechanism that incorporated a host of digital tactics like web banners and whitepapers to make a segue way into the right customer segment. As an example, web banners were placed on high traffic zones that were a watering hole for businesses to connect with another, remain updated on with tech-related best practices and much more. Thus, specially curated content pieces with simplified yet powerful material and call to action was placed in technology websites like CXOtv, news, itVARnews, and newswire. These channels served as a successful medium that attracted potential customers, who were further led to a short yet effective lead generation form that captured all relevant details, allowing LeadXchange and Dell-Ashtech, a chance to convert into paying customers, and thereby entering into a mutually advantageous partnership.

Business Outcome

LeadXchange managed the campaign end to end, and guided by extensive data analysis created a mix of potent tools in the form of digital banners, whitepapers and web adverts. As a result, Dell-Ashtech was successfully able to garner 60 form fills as against a target of 40, and also identified 5 high quality leads in a matter of only 30 days.