



Schneider Electric Partners with LeadXchange

Schneider Electric engages with LeadXchange as customer acquisition partner to create a potent lead generation campaign

Executive Summary

Schneider Electric, world leader in energy solutions was looking to expand their customer footprint in India for their Smart UPS portfolio. Their intention was to introduce the innovative line of offering to interested businesses that could immensely benefit from the solutions built on the foundation of trust, safety and reliability.

To remain committed to their vision to be digital partners for sustainability and efficiency, Schneider entered into a fruitful collaboration with LeadXchange for a creative lead generation campaign that would focus on accomplishing their target of strengthening their customer pipeline and thereby building a lasting relationship and cultivating brand ambassadors.

LeadXchange, with their rich experience in collaborating with global clients for critical projects, created a comprehensive lead generation program for client Schneider, aligning with their sales objectives. They leveraged their advanced analytics and deep research platforms to construct a successful inbound and outbound lead generation plan that powered Schneider to break

through the clutter and seamlessly touch base with their customer base.

Business Need

Schneider Electric is a world leader in providing energy solutions through integrated processes and energy technologies. Through their definitive digital solutions and partner ecosystem, they continue to help businesses across the world realize full efficiency and sustainability opportunities.

As a part of their innovative product portfolio, Schneider Electric launched their APC Smart UPS that provides intelligent and efficient network power protection from entry level to scalable runtime. From servers and point-of-sale to routers, switches and other network devices, the Smart UPS is an intelligent ideal for businesses bringing in higher reliance, reliability and efficiency; and is trusted by forty million customers across the globe.

APC by Schneider was looking to join hands with diverse businesses in India to help them in their journey towards realizing full potential and making the most of the energy transition, while keeping sustainability at the forefront. Therefore, as a part of their primary objective, Schneider hoped to create a strong pipeline of Sales Quality Leads or their Smart UPS portfolio.

Schneider brought in LeadXchange as their customer acquisition partner and sought their expertise in creating a potent lead generation campaign through Electronic Direct Marketing and Outbound Calling that would help in accomplishing the target, while they continued focusing on their core competency i.e., energy solutions.

Campaign Solution

LeadXchange took to the challenge. Known for their advanced and proprietary

data platforms that provision client with an unmatched competitive advantage, they designed a comprehensive program to capture high-intent leads.

As a first step, LeadXchange set up the campaign by recognizing the challenges that needed to be bridged, and opportunities that could be tapped into for creating a powerful pipeline of SQLs through a mix of electronic marketing and outbound calling.

As part of the initial phase, through their advanced analytics engine that



different audience segments was crafted. The objective of the EDM campaign was quality over quantity and sought to hand-hold potential customers to experience the array of unmatched benefits of partnering with APC Schneider. Therefore, through a customized concoction of content in the form of newsletters, case studies, product launches, testimonials and more, LeadXchange continued engaging the various segments of customers through immersive and relevant stories and articles that stimulated greater interaction leading to an increase in conversion.

Moving on, for the outbound campaign, the team got together to identify the most germane interactions that could lead to a higher influx of conversions of HQLs into SQLs.

Outbound calling being a live engagement leaves very little room for error. Therefore, the sales team underwent a series of intense training and practice to strike the right balance between conversational persuasive. Best practices through content and coaching were delivered that honed the sales team to embody brand Schneider. With the perfect pitch and holistic training coupled with data-led decisions to penetrate into crevices of the right and relevant customers, sales representatives confidently tapped into potential prospects and were able to successfully on-board many new profitable customers into the program.

Result

By employing a bundle of inbound and outbound lead generation strategy, LeadXchange created meaningful interactions with prospects. They emerged successful in enhancing recall value, nurtured high quality leads into sales quality leads, pushing them further ahead in the customer acquisition journey to finally bring to fruition happy customers, and a sustainable relationship with their audience. The entire program helped Schneider attain 140 sales quality leads in only a matter of 60 days.