



Leads Customers Growth
Austin, TX
www.lcgrowth.com

Industry:

Professional Services

Annual Revenue:

\$2 million to \$100 million

Employees:

Fewer than 500

Oracle Products & Services:

Siebel Sales
Siebel Sales Forecasting
Siebel Sales Campaigns
Siebel Sales Targeted Account Selling

“We selected Oracle’s Siebel Sales for its superior current features, and we expect our sales process to become 25 to 30% more effective. As a small business, we found it very easy to do business with Oracle. They worked hard to win our business and make us successful.” – Bill Leake, President, Leads Customers Growth

Leads Customers Growth Increases Sales Process Efficiency

Leads Customers Growth (LCG) was conceived in 2001 as a lead generation firm specializing in generating business online. The organization’s expertise is in paid search advertising, organic search engine optimization, and affiliate marketing management. Using these techniques, LCG drives qualified, targeted visitors to its customers’ Web sites.

Challenges

- Create single view of the customer for all sales groups
- Integrate customer relationship management (CRM) into custom marketing campaigns to identify campaign success
- Improve insight into business with reporting and analysis capabilities

Solution

- Implemented Oracle’s Siebel Sales to consolidate data that was previously held in separate, hard-to-integrate, Salesforce.com, Goldmine, and SugarCRM systems
- Used Siebel Sales Forecasting, Siebel Sales Campaigns, and Siebel Sales Targeted Account Selling to enable 12 users to track thousands of prospects and hundreds of accounts more efficiently
- Eliminated silos and provided a single view of the customer to all sales groups
- Identified campaign success by integrating CRM with customer marketing campaigns
- Enhanced business intelligence with reporting and analysis tools
- Required only one quarter of a full-time equivalent (FTE) employee to support and maintain production system