



CASE STUDY

How Modigie Helped a Client* Achieve a 690% Increase in Customer Engagement



* As this represents sensitive business data for the Client, the Client asked to remain anonymous for the purpose of this case study.



The Challenge:

Their Client, a leading provider in Privileged Access Management, sought a more efficient and cost-effective solution to increase conversations per rep compared to their existing platform, Orum.



The Solution:

Modigie stepped in, delivering a 5-10x increase in conversations on top of Orum's results, targeting unreachable prospects at a significantly lower cost per conversation.



The Results:

The Client witnessed a remarkable 500+% increase in conversations, with specific representatives like Chris and Mark experiencing substantial conversation upticks within a single day.



The Problem

The Client's Challenge:

The Client, a leading provider in Privileged Access Management, utilized Orum for conversations and required an enhanced approach to increase conversations and further boost engagement.

Discover how Modigie's innovative solution, which specializes in optimizing sales tech stacks significantly enhancing engagement outcomes for B2B clients, revolutionized The Client's engagement strategy, resulting in a 690% increase.

Sales Tech Stack



The Solution

How Modigie Helped:

Modigie's solution amplified dial-to-connect ratios, surpassing conservative projections and delivering an exponential increase in engagement.

This intervention resulted in a remarkable 5-10x increase in conversations on top of Orum's performance at a significantly reduced cost per conversation (\$1.6).



The Results

The Client's Achievements:

A staggering 500+% increase in conversations during the pilot, exemplifying Modigie's unparalleled impact on engagement metrics.



5-10x

increase in conversations on top of Orum's results



\$1.6

per conversation or less



500%

increase in productivity of SDR Headcount

Value and Pricing Comparison

Modigie's Cost-Effective Solution:

Modigie's 3-year agreement, despite yielding significantly more conversations than Orum, is priced lower, averaging less than \$1.6 per additional conversation.

Only Orum, 1 year

Calls
492,000

Conversations
14,784

Meetings
1,176

Deals
222

Revenue
\$11.5M

Cost
\$250K

Orum and Modigie

Calls
492,000

Conversations
44,352

Meetings
3,548

Deals
670

Revenue
\$34.8M

Cost
\$125K

How Modigie can benefit other Privileged Access Management companies



Automatic notifications by Slack and email of changes to employer on any Key Contacts.



Modigie also provides where they went, when and their new contact information.



Stability in existing and potential new customer accounts by being aware of any changes in Key Contacts.



Warm Leads. Each Key Contact that leaves one account is likely a very warm lead for a new one.



Champion Monitor is being offered at no additional licencing fees from Modigie and is integrated into Modigie's Salesforce Managed Package.



Transform your engagement strategy.

Explore Modigie's solutions for
your sales productivity needs

Contact us

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