couch & associates

chargify

Case Study

How Couch & Associates and Chargify deliver a seamless prospect hand-off from marketing to sales.

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About Chargify

Chargify is a billing & revenue management provider made for B2B SaaS. In addition to billing, there are increasingly unseen needs just below the surface that result in complex revenue management challenges. Chargify address the complexities of SaaS revenue management, with core functionalities in elastic billing, revenue operations, and SaaS-tailored insights.

Overview

In a growing organization, Chargify was looking to improve the timeliness in which sales engages with interested prospects.

A process audit revealed two common problems. Firstly, account executives were reaching capacity, impacting their ability to deliver a timely follow-up with the organization seeing increasing demand. Secondly, prospects were not always assigned to the most appropriate account executives, impacting the likelihood of conversion.

After careful consideration, Couch & Associates was chosen as the preferred service partner, who worked alongside Chargify's sales and marketing teams to address the business problem.

Outcomes:

1. Decreased time taken for sales to action qualified leads
2. Increased number of prospects processed
3. Increased conversion rate

Key Considerations

1. A long-term solution must be developed to meet Chargify's unique business needs, ensuring ease of scalability for the growing organization.
2. The solution must accommodate the introduction of new role, the Sales Development Representative, who sits between marketing and the Account Executive.
3. The transparency and accountability of ownership must be developed paramount to ensure timely follow-ups.

Approach

Discovery

- Align sales and marketing on roles, expectations and capacity for lead management.
- Understand inbound prospect sources, and map associated data processes, the assignment of new and returning prospects.
- Align prospect sources to the sales team structure to develop a tier-based routing model.

Functionality

BDR Assignment

- Use Salesforce's native lead assignment rules to leverage formula fields to allow equal, round-robin distribution.
- Develop custom Apex code within Salesforce that will trigger the lead assignment rules, enabling bulk assignments to occur simultaneously.

Account Executive Assignment

Create a custom process which leverages custom objects and Salesforce flows to distribute qualified Leads in a round-robin format to Account Executives within each territory.

- Automate the hand-off process from business development to the account executives once a certain lead status is reached.
- Enable sales management to customize Account Executive assignment within Salesforce, using a custom object (table) displaying their associated:
  - Active Status
  - Region
- Automate the distribution of qualified leads to the appropriate Account Executive based on the rules set by Sales management.

Service Level Agreements

- Develop custom SLA notifications, unique to each lead stage. These SLA notifications notify both the user and their manager, with alerts set within the organization's business hours.

Results

300% reduction in the average amount of time taken for sales to action a marketing qualified lead.

Prospects being followed up with in a shorter time frame resulted in **improved lead conversion rates.**

56% increase in SLA adherence for leads being actioned within the 4-hour time period.

Leads that are deemed unlikely to make a purchase are moved through the sales pipeline at a faster rate, creating the **opportunity for new leads to be processed.**

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