



Verb: /ken 'vert/

**CLIENT SUCCESS STORIES :**  
REAL ESTATE/ CO-WORKING

# CASE STUDY : Co-Working / Accelerator Network



IA was launching its 3<sup>rd</sup> & flagship Co-working space in Gurgaon. They incubate & mentor start-ups and attract Investors for early seed opportunities

- PROBLEM: (Two different problem statements)
  - Inbound leads scattered in Google sheets, with less/ no updates; No Sales Funnel tracking
  - Effective & efficient communication channel for Start-ups Founders & Investor Network
- INSIGHT:
  - No interaction/ acknowledgment to leads until sales team call (queue time: 48~56 hours)
  - Lack of regular updates within investor community & start-ups ecosystem
- APPROACH
  - Automated process to flow leads in an LMS system with 1<sup>st</sup> interaction to go out immediately/within 2 hours
  - Engage Startup & Investor Community with contextual topics
- SOLUTION
  - Integration of FB/GL Lead campaigns with Qnvert LMS with an automated interaction & customized follow-up process (Stage-wise & Deal wise)
  - Tracking of leads (Qualification, Ageing, Interaction history, Segmentation, Readiness etc) to understand sales funnel
  - Regular Newsletters & updates on contextual topics related to trends, Schemes, policies, initiatives to start-up founders & investors

## RESULT:

**69%** increase in lead response rate

**22%** more seat conversion month-on-month

**34%** increase in engagement rate with start-up & investor ecosystems



FB/ GL LEAD INTEGRATION



EMAIL



WHATSAPP



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