Bridgeway Security Solutions

Key Takeaways

Within less than a year of using LeadGnome, Bridgeway:
- Reached a 97% email deliverability rate
- Responses analyzed: 3,768
- Alternate contacts found: 2,471
- Identified 336 bad contacts
    - 41 Bounces
    - 264 Left-The-Company
    - 31 Change-Of- Email
- Freed up countless hours of productivity that had been used on manual email mining and database updates

Challenge

Bridgeway's business model centers on building and supporting close partnerships with clients. To support this strategy, Bridgeway's emails have a personalized appearance and are sent 1-to-1 from each team member's direct reply-to email address. The result is that each salesperson is responsible for managing their own reply emails. Manually mining autoreplies was a very inefficient, inaccurate, and labor intensive task that took salespeople away from more important efforts, like selling. Also, the conversations of customers were often obscured because auto-responses like Out-Of-Office and Left-The-Company were clogging up inboxes. Bridgeway needed a way to eliminate this noise and immediately address the important human responses.

About Bridgeway

Bridgeway is an information security partner that enables business transformation with mobility, security, and cloud solutions. We believe security should enable people, processes, and technology, not restrict them. We are trusted by some of the country's most prestigious and successful organisations.

Our consultancy focuses on helping to build or refine IT strategy to support the business objectives; taking into account the people, process, policies and products. From that, we help with the delivery of key emerging technologies - especially mobility, cloud. Finally our services portfolio help to support, monitor, and report on the solutions to ultimately evidence the success of the project.

https://www.bridgeway.co.uk/

Solution

After consolidating on HubSpot about a year ago, Bridgeway began investigating a way to manage their database of over 13k contacts, as well as track leads and opportunities, while freeing up it's team members to focus on client needs. In late November of 2017, Bridgeway Security Solutions started using LeadGnome.

- LeadGnome easily synced with Hubspot systems and workflows
- LeadGnome identified 336 bad contacts
- Bridgeway uses the mined data to automatically update its CRM

Results

- Using LeadGnome has freed up management time and effort
- Improved sales returns through increased confidence in underlying CRM data
- LeadGnome's Reply Sorter cleans up each sales mailbox - moving auto-responses to a folder of our choice and providing great visibility to the actual human replies
- LeadGnome passively monitors mailboxes, meaning all of the highly valuable human replies remain in our inbox. This allows our sales team to focus on the most productive replies - from people who engage with us! A huge win for us because we are much more productive.
- Improved customer awareness
- The ability to know which contacts have been updated and which have been created by LeadGnome allows Bridgeway team member to communicate more intelligently with prospects and clients
- 2,471 new leads resulting directly from automated email mining

LeadGnome Improves Database Health By:

- Automatically analyzing email replies
- Eliminating bad contacts
- Continuously enriching and cleansing existing leads (e.g., phone numbers and titles)
- Adding net new alternate contacts from auto-responses

Key Stats:

- Enriched 192,468 existing leads
- Added 48,897 new contacts within target accounts

"Now that we've implemented LeadGnome, our team takes it for granted! The platform, Matt, and his team are highly responsive and have exceeded our expectations. LeadGnome uncovers new leads and opportunities for us within the accounts we are engaging and helps keep our HubSpot CRM well maintained.

-- Jason Holloway, Managing Director, Bridgeway Security Solutions