



THE CASE STUDY

A WORD FROM CHETAN

I wanted to write this to convey my deepest appreciation for your work for Callify.ai. Fact that you were able to generate over 30 leads in less than a month (in the first month) is admirable. I am particularly amazed with your ability to write impactful emails to envince strong interest. I am happy that I chose to try this outsourced route for lead generation. It works! Look forward to a fruitful long-term association with you guys and Business Dynamiks. I'd highly recommend it to others.

CHETAN INDAP

FOUNDER & CEO, CALLIFY.AI

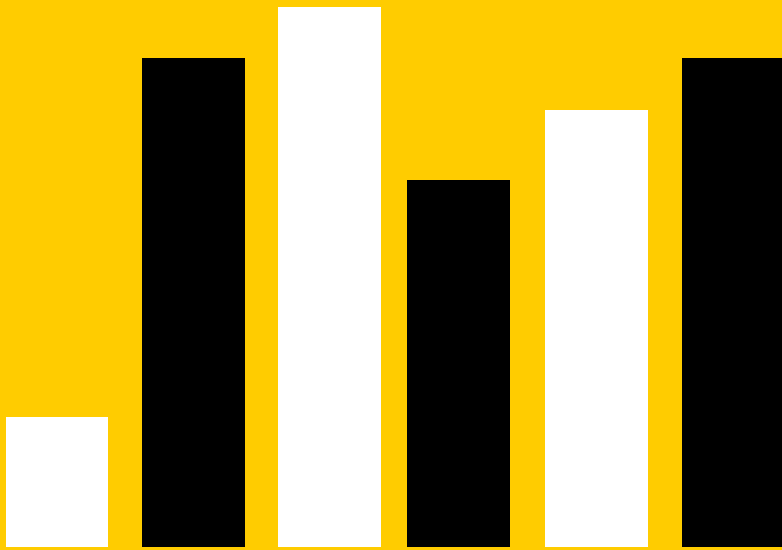




ABOUT CALLIFY.AI

Callify.ai is fully owned entity of Joule Consulting Pvt.Ltd. Established in 2011, Joule has built many innovative solutions within the hiring & staffing domains. cCallify.ai is their newest product offering in the recruitment space. This is sold on a SaaS model to help recruiters conduct interviews with candidates virtually.

"This company, within 9 months acquired 292 sales qualified leads with a Return on Investment of around 185%."



THE SUCCESS FACTOR

Business Dynamiks within 30 days were able to generate 30 appointments with some of the biggest *billion dollar tech companies*. To name a few - Hike messenger, Ola cabs, IDBI, CapGemini, BankBazaar, Tata Group, etc.

THE CHALLENGE

They had built a good database of staffing companies through which they got the initial traction during their launch. But, this company had the challenge of reaching out to the decision makers in their corporate segment.

Business Dynamiks team initially took a stock of their existing sales process, their target segment, challenges they solve, etc and worked on a plan to sales approach that landed them deals with some of the biggest names in tech industry.



292

sales qualified appointments
were generated within 9
months.



30

appointments were
generated within first 30
days of our engagement.



185

185% was the Return on
Investment for the sales
engagement they had with us.



09

appointments per week were
generated on an average by
our sales reps.



BUSINESS DYNAMIKS



GET IN TOUCH WITH US

www.businessdynamiks.com