

# CLIENT SUCCESS STORY

We focus on scaling and growing your business, that is why we have so many satisfied clients.



## City Pantry

### Catering

Our team at Growthonics worked with City Pantry to understand their ideal customer profile. By implementing a team of 4 analysts, we designed the best strategy to fit their needs, and helped them source the most effective leads to fill their pipeline. By implementing human touch, we precisely matched their requirements to build a scalable sales engine.

“Growthonics has helped **increase our outbound leads by 160% and conversion** by 63% which has been a game changer. Growthonics offers the complete package and allows my team to **focus on selling and not prospecting.**”

David Forster  
Head of Sales at City Pantry



## CHALLENGE

### THE CHALLENGE

City Pantry required leads from organisations and managers who would be looking to provide regular catering to their in-house teams. Their need was to find an efficient way to generate a large volume of new leads for their account managers.

# SOLUTION

## THE SOLUTION

*Growthonics provides a successful path to sales by managing the sales funnel from booked prospects to meetings booked.*

### 1. Sourcing

- Together with City Pantry, Growthonics set out to understand City Pantry's ideal customer and lead profile in order to create the best strategy that would source quality leads.

### 2. Enrichment

- By applying personal human touch, our analysts worked to ensure that the identified leads precisely matched City Pantry's requirements and that their databases were kept up to date, valid and constantly enhanced.

### 3. Outreach

- By creating a customized 6 point, touch email campaign, our outbound team ensured that campaigns were effectively run and optimized to ensure the highest possible number of responses.

### 4. Development

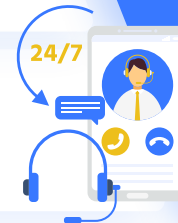
- Growthonics enabled City Pantry's sales reps to successfully engage with the daily influx of positive leads and meetings into their pipeline allowing them to focus on selling.



Targeting & Profiling

Data Collection

Outreach



Meetings Conversion

# RESULTS

## THE RESULTS



**4 days**

ONBOARDING

As part of the onboarding process our teams at Growthonics ensured that we understood the City Pantry's target audience and ideal client to ensure the shortest possible turnaround time for onboarding. We always move faster to ensure that our clients reach more people and scale quicker.



**55%**

OPEN RATE

Growthonics teams used the best automation tools on the market which resulted in high open rates and high bounce rates becoming a thing of the past.



**4500+**

LEADS FOUND PER MONTH

We sourced and generated unique leads based on City Pantry's targeted personas and ideal customer profiles to ensure that they had a predictable, reliable and scalable sales engine and pipeline. This was done with the use of technology and human resources.



**7%**

POSITIVE ENGAGEMENT RATE

At Growthonics we used customized multi-touch campaigns which were effectively run and optimised to give City Pantry the best results. With our rigid campaign management and continuous A/B Testing, we ensured that they received positive engagement.