



## COMPANY CASE STUDY

# Transforming Contact Center Operations & Data Management

Client: Leading Global Contact Center

## ► CHALLENGE

The client needed to build a high-quality, Account-Based Marketing (ABM) database focused on their Ideal Customer Profile (ICP). They provided a list of 800+ platinum accounts and required FunnL to identify and research all relevant contacts within these accounts.

## ► SOLUTIONS

FunnL partnered with the client's marketing organization to create a strategic roadmap for building an ICP-based ABM Database Center of Excellence (CoE). Our approach evolved from a one-size-fits-all service to a tailored, customer-centric managed service model.

### GENERIC B2B DATABASES:

- **Broad Spectrum Coverage:** Provided access to a wide array of industries and demographics.
- **Regular Updates:** Ensured data remained current and relevant.
- **Customizable Filters:** Enabled precise searches aligned with business requirements.

### NICHE-SPECIFIC DATABASES

- **Exclusive Data:** Delivered insights into specific markets with targeted data collection.
- **Competitive Edge:** Supplied information not readily available to competitors.
- **Deep Dive Analysis:** Provided detailed data for a thorough understanding of selected niches.

## ► OUTCOME

FunnL successfully created a robust ABM database, identifying 20-30 relevant contacts for each platinum account, enabling the client to effectively target and engage with their high-value prospects.



“For over 10 years, FunnL has been at the forefront of B2B lead generation, helping businesses secure valuable sales appointments.

Our mission is to empower companies with top-tier B2B inside sales solutions and data services, driving growth and success.”