



COVANCE

Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC



CIENCE



About Covance

Covance Inc. is the world's most comprehensive drug development company dedicated to advancing healthcare and delivering solutions. Their unique perspectives, built from decades of scientific expertise and precision delivery of the largest volume of drug development data in the world, along with their innovative technology solutions, help clients identify new approaches and anticipate tomorrow's challenges as they evolve.

Covance transforms today's healthcare challenges into tomorrow's solutions by offering laboratory testing services to the chemical/agrochemical industries. Covance is also a market leader in toxicology services, central laboratory services, discovery services, and a top global provider of Phase III clinical trial management services.



Christine Paulhus

Senior Manager of
Operational Strategy

Industry

Research

Website

covance.com

Challenges and Scope

ICP: Mid-size clinical research companies within the medical and pharmaceutical industries.

Product: Over the phone, on-site and video remote Interpreting and Translation services.

CIENCE Technologies coordinates the lead generation efforts for Covance. After researching appropriate industries and clients, they conduct cold, multichannel marketing campaigns.

Why CIENCE

“We were looking to expand our contact list, create awareness about our brand, and identify target accounts for meetings.” – Covance Marketing Manager

In August 2016, Covance (or Sciformix, before changing names) sought out CIENCE to help with its outbound marketing and lead generation, focusing specifically on mid-size clinical research companies for medical and pharmaceutical industries. CIENCE worked tirelessly to properly research and target individuals and accounts, based on Covance’s ideal customer profile, and craft several orchestrated multi-channel campaigns to boost their conversion rates.

“CIENCE is well suited for researching industry targets and creating outreach campaigns,” wrote Covance’s Marketing Manager. “They always provide valuable feedback and are very timely in their responses.”



RESULTS

"We started with a trial project and saw the immediate success," said Covance.

After nearly four years of work together, Covance's staff say they feel like CIENCE is an extension of their inside sales team. Throughout the partnership, CIENCE leveraged its skilled research team of SDRs and campaign strategists to promote the organization as subject matter experts and improve its branding and name recognition while establishing meetings at events.

Describing them as *"Professional and focused like a true partner,"* Covance made sure to share suggestions to improve outreach results throughout the project.

"CIENCE teams are very responsive, proactive, and timely. We have had some challenging projects because of my company's delays in providing content, but regardless, CIENCE always completes the project on time."

After each campaign, CIENCE summarized the results with detailed statistics and readjusted strategies as necessary.

"They have been available to meet at any time and could adjust their efforts even when our company needs changes with short notice."



CIENCE's Evaluation

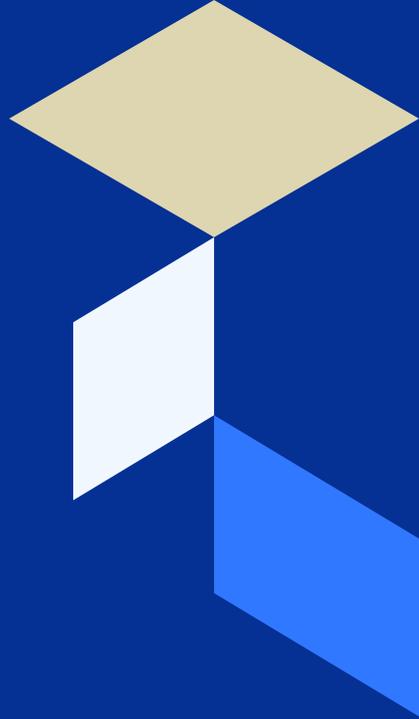
Overall Score | ★ ★ ★ ★ ★

Scheduling | ★ ★ ★ ★ ★

Cost | ★ ★ ★ ★ ★

Quality | ★ ★ ★ ★ ★

NPS | ★ ★ ★ ★ ★



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