



propio

Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





About Propio Language Services

Propio was formed in 1998 and, over the years, has grown from a small Kansas-based operation to a nationwide business providing interpreting and translation services in more than 200 languages for over 2,000 clients. They have a diverse and highly experienced staff and contract with over 4,000 interpreters. About 70% of their clients come from healthcare. Government, education, and commercial entities also represent a large number of their clients.



Andrea Campbell

RFP Coordinator

Industry

Translation & Localization

Website

propio-ls.com

Challenges and Scope

ICP: Healthcare, Insurance, and Utilities.

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

CIENCE Technologies coordinates the lead generation efforts for Propio Language Services. After researching appropriate industries and clients, they conduct outbound marketing campaigns.

Why CIENCE

In March 2019, Propio hired CIENCE to help source individual leads and explore other business development opportunities, such as requests for proposals (RFPs), for potentially relevant industries to their business.

"We were able to identify key industries to target business development efforts," a Propio representative says. "The weekly data reports helped identify an industry not to pursue, which saved us time and effort because we knew where/when to shift our focus. We were able to set productive appointments with leads."

RESULTS

The main target was managers, directors, and vice-presidents at healthcare and utility companies in New York, New Mexico, Arizona, Texas, Colorado, Kansas, Missouri, and Florida.

"CIENCE was able to give us the traction and results of a sales staff when our sales team was still growing." Propio representative says.





CIENCE's Evaluation

Overall Score		★ ★ ★ ★ ★
Scheduling		★ ★ ★ ★ ★
Cost		★ ★ ★ ★ ★
Quality		★ ★ ★ ★ ★
NPS		★ ★ ★ ★ ★



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