

## Top contract research organization improves business prospects by 20%

### Our Client & Context

A US-based, bioanalytical CRO firm was looking to enhance its overall business development targeting process. They wanted to improve their prospect evaluation, lead generation and opportunity prioritization activities.

This top pharma company was using an ad hoc, manual and static rule-based process to identify and generate leads. It urgently required the transition to an intelligence-led, automated lead scoring engine.

### Key Challenges

Data from multiple sources (internal, external and research) had to be carefully arranged to achieve the desired automation and results.

This data had to be integrated with Salesforce systems for real-time updates.

Creating effective AI/ML lead scoring models required deep understanding of the domain and business development process.

## Incedo Lighthouse™ account prospecting & insights dashboard solutions

Incedo Lighthouse™ implemented an effective lead scoring system that helped the sales and marketing teams identify which prospects were valuable to the sales funnel and were most likely to convert into paying customers.

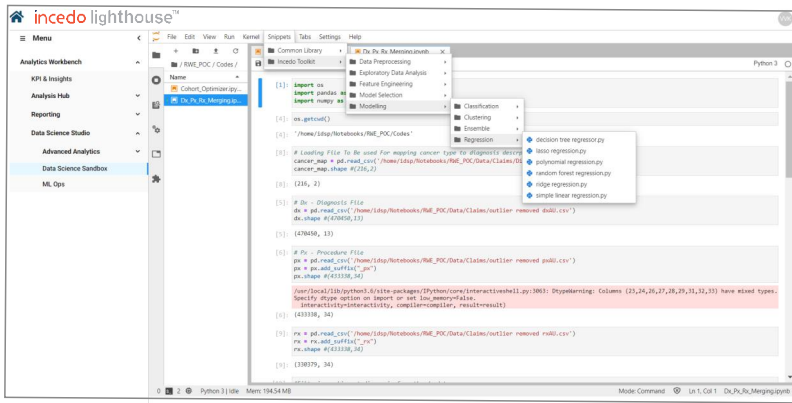
Incedo's lead scoring model prioritized prospect evaluation and targeting. Analysts used a hypothesis-driven AI/ML model to generate a target list. This improved prospect conversion significantly.



As a hub for data and insights, the solution involved creating a 360 degree prospect dashboard. This enabled access to critical research data in one place, and provided an intuitive and powerful view of each account.



The solution also entailed a centralized platform that was easily accessible with a single click and fetched data from Salesforce with minimal workflow disruption.



Overall, Incedo Lighthouse™ implemented a prospect evaluation and lead scoring engine to generate a priority target list and business development dashboard to bring all the relevant data and insights in one place for better prospecting.

## Benefits

**65%** Recommended prospects reached the proposal stage as opposed to the current 46%

Operational efficiency gain in the business development process - the client recorded improvements in the prospect prioritization and planning process.

Near real-time dashboards improved on-the-go decisioning.

Transformation:

This bioanalytical firm vastly improved its prospect evaluation and targeting using Incedo Lighthouse™ AI/ML enabled prospecting and dashboard solutions. A significant ~20% more prospects reached the proposal stage and resulted in a robust automated solution for the sales and marketing teams.



## Client Testimonials

“As a growing CRO, we were looking for ways to build a more proactive and insightful platform for our Business Development team, utilizing an AI/ML driven tool that could help prioritize opportunities based on client timing and need.

We worked with Incedo to utilize their proprietary AI/ML Lighthouse platform to build a Prospect Evaluation and Lead Scoring Engine that enhanced our customer and asset outreach efforts.

This tool has led to improved productivity for our BD Team and helped maximize their time. The Incedo team was very knowledgeable, flexible and easy to work with to implement this important initiative for us.

***Chief Commercial Officer at a Leading Bioanalytical services company in North America***

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## About Incedo

Incedo is a digital transformation expert empowering companies to realize sustainable business impact from their digital investments. Our integrated services and platforms that connect strategy and execution, are built on the foundation of Design, AI, Data, and strong engineering capabilities blended with our deep domain expertise from digital natives.

With over 3,000 professionals in the US, Canada, Latin America, and India and a large, diverse portfolio of long term, Fortune 500 and fast-growing clients worldwide, we work across financial services, telecom, product engineering, and life sciences industries. Visit our website to learn more about how we help clients transform today: [www.incedoinc.com](http://www.incedoinc.com)



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