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Growth Story

CF CONNECT FIRST

The Challenge

Finding in-depth, accurate business contact information.

Prior to using ZoomInfo, Connect First was using a different dataprovider, when their Director of Business Development startingquestioning the integrity of leads. "After spending over a year pulling information from the other data provider, I began to see a pattern of outdated and incorrect information in the records. That's when I realized we needed a change, and ZoomInfo was perfect," stated Jeremy Poore, Director of Business Development at Connect First.

The Solution

Connect First chose ZoomInfo over the competition because of their business contact information.

Using ZoomInfo, Connect First was able to obtain accurate business contact information on prospects and add targeted contacts that matched their buyer persona to ensure the sales team was going after the right people.

"ZoomInfo is my 'go to' for finding quality contact and company information. I love that I can keep a search very broad or as granular as necessary to return the desired results," Poore explained. "I have been able to pinpoint a handful of contacts to meet very specific criteria with

THE RESULTS

Doubled their email output as a result of ZoomInfo's accurate contact data, helping them place more candidates

Significantly decreased the number of email bounce backs

Improved conversion rates within months of partnering with ZoomInfo

The Customer

Connect First provides a suite of hosted call center management products, with unlimited scalability and flexibility. They enable customers to seamlessly create a workforce of at-home and location-based callcenter agents, allowing them to focus on their business instead of their infrastructure.

Industry: Telecommunications

much success, and also was able to add 1000s of valuable leads to my organization's database through a search of metro region within minutes. This is important because our sales team depends on business information for potential customers we pull for particular metro areas to support our events nationwide."

Connect First also used ZoomInfo to update, cleanse, and fill theholes in their database. "We used ZoomInfo to update and correct bad data in our lead, contact, and account records," said Poore. "I'm not sure how I did my job efficiently before I was introduced to ZoomInfo."

The Results

Connect First increased their opportunity pipeline by 10% in just 2 ½ months, which they credited to ZoomInfo.

ZoomInfo's ability to provide Connect First with highly accurate email addresses and phone numbers has led to the highest ROI the company has ever seen for this type of service. In fact, they increased their opportunity pipeline by 10% in 2 ½ months, which they credited to ZoomInfo. "I haven't been as successful in finding accurate, targeted contact information when using other data providers," Poore said.

In that same 2 ½ month period, Connect First saw a 24% increase in marketable leads.

"I have been able to pinpoint a handful of contacts to meet very specific criteria with much success, and also was able to add 1000s of valuable leads to my organization's database."

JEREMY POORE,
Director of Business Development, Connect First

"We work in an extremely targeted industry, so being able to run campaigns going after relevant leads is extremely important to our overall success as a company and ZoomInfo allowed us to do this. We will be renewing our contract!