

OPTIMIZING LEAD MANAGEMENT
THE IMPACT OF
OUR BPO SERVICES
ON JOY E-BIKE'S SUCCESS



OVERVIEW

Joy E-Bike, a leading name in the electric vehicle industry, partnered with Eminent Digital to manage their B2B lead generation and sales conversion process. The objective was to enhance lead management, streamline communication, and improve conversion rates, resulting in a significant expansion of their dealer and distributor network across India.



CHALLENGES

Before partnering with Eminent Digital, Joy E-Bike faced the following challenges:

Inefficient Lead Follow-up



Lack of Coordination



Scalability Issues



SOLUTION



Direct Lead Sharing:

Leads were routed directly to Zonal Managers (ZMs) and Regional Managers (RMs) for quicker follow-up.

Enhanced Communication:

Involvement of AVPs, ZMs, and RMs improved collaboration and lead tracking.



Customized System:

A tailored lead management system ensured leads were handled by the appropriate managers based on area.



RESULTS

**INR 650
CRORE**

**WORTH OF B2B LEADS
GENERATED.**

145+

**NEW DEALERS AND
DISTRIBUTORS
ONBOARDED PAN INDIA.**

**IMPROVED CONVERSION
RATES**

THROUGH EFFICIENT MANAGEMENT.

Conclusion:

Eminent Digital's effectively enhanced Joy E-Bike's B2B lead management, driving significant business growth and network expansion.





THANK YOU

Still searching for the perfect agency to
skyrocket your sales?

✉ sales@eminentdigitals.com

☎ +91 9175919067