The Customer

Multinational technology company Avaya provides innovative solutions for improved customer experience, better productivity and increased revenue. Headquartered in California, the company specializes in Customer Relationship Management (CRM) software, wireless data communications and internet telephony. Avaya helps businesses of varying sizes, from small businesses to large enterprises, as well as government organizations. The company currently provides solutions to their clients at over 1 million customer locations across the globe and ranks highly on Forbes America’s Largest Private Companies as a result.

The Solution

More contacts, better quality leads

Avaya turned to Global Database in order to gain access to the Middle East database. With our innovative platform providing detailed company information across 195 countries worldwide, it’s safe to say that we can provide truly global data, and in purchasing this database the company not only gained thousands of potential new leads, but leads of a better quality. The Global Databases web crawling technology adds and updates profiles daily in real-time, and we validate every email address on a 30 day basis. Unlike many intelligence providers, Global Database also employs a team of in-house experts to constantly check and monitor our data, resulting in a higher level of accuracy and in turn leads that are more likely to turn into business. Our innovative platform has also been meticulously designed to ensure ease of use so that our clients can quickly get straight to the information they need, and start reaching out to all of those new contacts.

The Challenge

Increasing leads for top of sales

Getting hold of more leads is a constant process for every business; one that can be incredibly time consuming. The challenge of finding contact details for companies can be made even more difficult when searching outside of the US, as was the case of Avaya, who were looking to add more leads to the top of their sales funnel in the Middle East. Trying to individually source a large amount of company intelligence across the whole would have been very time consuming and fraught with the potential for errors. Avaya therefore needed a solution where they would be able to immediately gain access to a large database of company information that would provide them with a whole new potential base of customers.

The Results

Increased sales

By purchasing a database with Global Database, Avaya ensured that they had access to the most accurate company intelligence on the market, and as a result profited from higher quality leads for the top end of their sales funnel, which ultimately lead to increased sales and a higher return on investment. They can also rest assured that the information contained in their database will be kept up to date with thorough and consistent checks, ensuring that the data will be accurate and ready to go whenever they are. In becoming a valued customer of Global Database, Avaya joins other market-leading companies such as Microsoft, Nissan, Cisco, Experian and many more who all trust us to deliver thousands of high quality contacts.

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