



# Upgrading Outsourced Sales Results



**Industry:** Data Analytics

**JumpCrew Services:** Sales

**Headcount:** ~21,700

Development Representatives

**Customer Type:** Auto Dealers

## The Challenge

Experian needed better results selling their AutoCheck product to auto dealerships nationwide. They knew the value of outsourced sales after working with their existing partner for over a decade, but there were significant process inefficiencies, particularly at scale. They replaced their existing outsourced sales partner with a proven winner: JumpCrew.

Experian tasked JumpCrew with achieving greater revenue targets than their previous sales partner with lower staffing.

than 5%, launching email marketing campaigns to nurture qualified leads, and breaking down and improving processes across the board.

A dedicated team of eight experienced sales reps, Client Success Manager, and Operations support helped launch a custom CRM instance and workflows, providing the increase in sales results Experian was looking for.

## Recent Results

- 97,000 activities driven
- 119% achieved of 2.4 million goal
- 2.9 million in new revenue

## The Solution

JumpCrew achieved this goal by focusing on a high volume of daily activities, increasing the pricing floor and average order value by more



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