MAVEN TM

Kaleris case study

About Kaleris

Kaleris is a global leader in supply chain execution and visibility solutions. Serving major brands across logistics, rail, intermodal, and maritime industries, Kaleris empowers customers to connect, automate, and optimise their supply chain operations.

The Challenge

Kaleris needed a partner that could deliver a consistent stream of high-quality Sales Qualified Leads to support their global sales account managers. They faced challenges in maintaining a steady flow of qualified opportunities, identifying reliable lead sources, and implementing effective lead management processes. Additionally, there was a need for greater visibility into campaign performance and a clearer understanding of return on investment.

campaign results

487 Total Sales Appointments

291 Total Sales Conversations that Converted to Opportunities

60% Sales Conversations that Converted to Opportunities

36 Total Opportunities that Converted to Deals Won

12% Opportunities that Converted to Deals Won

11x Return on Investment
*Based on Avg. for a 3 year contract

38x Active Pipeline ROI
*Based on Avg. for a 3 year contract (excl. Closed Lost & Closed Won)

3 Regions
AMER
APAC
EMEA

Timeline
campaign details

Four Year Partnership

2021-2022 Pilot Phase

Kaleris, a provider of cloud-based supply chain execution and visibility solutions, engaged Maven TM to support a pilot program aimed at securing appointments for their North American sales team. The outreach targeted a curated list of companies identified for the pilot initiative across:

United States
Canada

Pilot Campaign Results

- **Appointments Secured – 35**
- **Opportunities Created – 22**
- **Conversion Percentage – 63%**
- **Deals Won – 6**

2022 – 2025 Expansion

Following the success of the pilot, Kaleris partnered with Maven TM to scale their efforts into a full lead and demand generation program. This included managing inbound inquiries from their website and expanding coverage to the following regions:

AMER
APAC
EMEA

Maven TM integrated with Kaleris' CRM and helped refine their lead management processes, enabling streamlined handling of inbound leads and effective attribution tracking.

Campaign Elements

Across Four Solution Segments:

1. **Yard Management Solution**
2. **Terminal Operating Systems**
3. **Carrier Vessel Solution**
4. **Maintenance, Repair and Operations**

Maven TM Services

1. **Strategic ABM Campaign**
2. **Lead Generation Services**
3. **Post Event Qualification**
4. **Inbound Lead Management and Qualification**

TESTIMONIAL

The Maven TM team was instrumental in kicking off our lead generation programs at Kaleris. Over a period of four years, they managed to help source **$9.7M+** in pipeline, while also helping us **improve Salesforce hygiene** and processes related to our lead funnel. They were an excellent partner to sales and marketing, and we would recommend them to any company looking to scale fast with a team they can trust.

Amanda Correa
Sr. Director of Marketing, Kaleris

Case Study: Kaleris & Maven TM

conclusion

Kaleris, a global leader in supply chain execution software, recognised the need for a robust and consistent approach to lead generation to fuel their ambitious growth objectives. To achieve this, they forged a strategic partnership with Maven TM, an expert in demand generation and telemarketing, with the goal of establishing a scalable and repeatable lead generation engine to empower their sales teams across diverse global regions.

Over a four-year collaboration, Maven TM meticulously designed and executed a comprehensive multi-channel telemarketing program. This wasn't just about making calls; it was a strategically integrated effort that combined multi-region calling with a rigorous focus on strategic lead qualification. Maven TM's approach ensured that the Kaleris sales teams received high-quality, pre-qualified leads, significantly improving their conversion rates and sales efficiency. Furthermore, Maven TM provided invaluable CRM consulting, helping Kaleris optimise their customer relationship management systems to seamlessly integrate the new lead generation processes and maximise data utilisation.

Maven TM's success in this partnership stemmed from their deep expertise, well-defined processes, and a true partnership approach. By acting as an extension of Kaleris's own team, Maven TM effectively assisted Kaleris in building a sustainable growth engine, providing a consistent pipeline of qualified opportunities.

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