Healthcare Analytics SaaS Solution Achieves 200%+ Pipeline Growth in 6 Months

ayeQ Methodology and Consulting Services Enable Rapid Growth in New Subscription Sales Pipeline

ayeQ The Strategy Platform

GOAL → Dramatically increase bookings under new leadership to secure strategic transaction

BACKGROUND

This healthcare analytics organization offers a leading patient health surveillance solution. After commercializing a patented index into a global patient surveillance solution in 2010, this organization had successfully built a customer base of highly recognized healthcare systems. In late 2018, they brought on a veteran healthcare leadership team to dramatically grow the company and establish a leadership position amidst an emerging competitive landscape.

SOLUTION

The new leadership team quickly expanded their sales and inside sales teams, and partnered with ayeQ to establish go-to-market strategy and build a lead generation engine that would scale sales quickly.

ayeQ's consultants worked with the leadership team to create a comprehensive strategy for growth. The plan included new branding that focused their resources on expanding the awareness of their solution in the market. In addition, ayeQ strategists and creative resources launched a new corporate website to showcase the new branding within 30 days.

ayeQ's strategists also created new solution packaging for their products that were targeted for specific prospect personas. Lead generation campaigns around those solutions increased inbound inquiries by more than 400% in 3 months.

To streamline new opportunity creation and development, ayeQ consultants worked with sales leadership to define the entire marketing to sales process. The collaborative process was defined within the ayeQ platform, and included service-level agreements between marketing, inside sales, and sales.

Using the process as the basis for modeling pipeline growth within ayeQ, leadership aligned goals across marketing, inside sales, and sales. Tracking performance against those goals allows their teams to understand the probability of hitting their bookings targets – across the current year quarters, as well as the following year to account for their growth objectives.

NEEDS

→ Clarify and amplify brand
→ Scale lead generation quickly
→ Align teams to optimize sales
→ Deliver 30%+ CAGR

✓ Created targeted strategy with packaged solutions
✓ Redefined marketing to sales processes
✓ Modeled pipeline and set cross-functional goals
✓ Set cadence of consistent execution
✓ Created end-to-end pipeline visibility
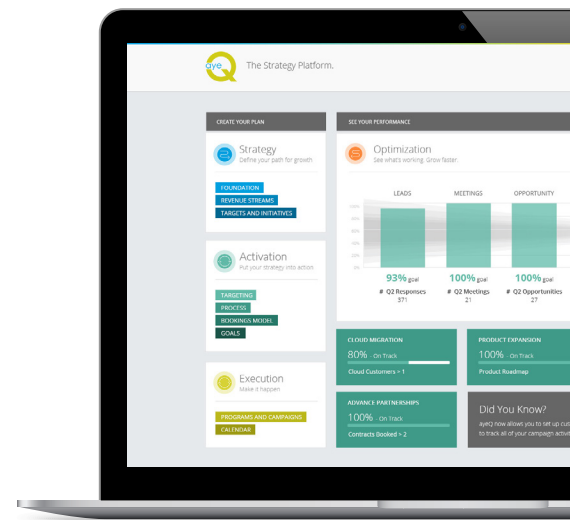
> "ayeQ's strategists were instrumental in repositioning us for growth. Their metrics-based approach allows us to look at our performance objectively and focus on the things that matter most. I would highly recommend the ayeQ team." **– CEO, Healthcare Analytics Company**

RESULTS

Alignment of the strategic priorities of the organization helped break down historic silos that had existed within the company. The entire team was able to come together more cohesively to solve the most important issues facing the company, and prioritize their constrained resources.

The rebranding and strategic solutions roadmap improved the visibility of the solution, not only within the market but within the analyst community. Showing a deliberate expansion strategy piqued the interest of the leading healthcare IT analysts, and sparked discussions with new strategic partners.

The messaging associated with new solution packaging improved the response to the associated lead generation campaigns. Targeted personas could quickly relate to the benefits of the solution as it pertained to their unique challenges. Using ayeQ's campaign execution resources, lead generation increased 4-fold in the first 3 months of solution-oriented programs.

ayeQ's performance optimization capabilities provided the leadership team visibility into components of the strategy that were most effective, as well as areas of the marketing to sales process that needed additional focus. Understanding the performance of each sales stage led to the creation of specific programs, such as ROI calculators and prototype efforts, to help increase the success of early sales stages where conversion rates were not hitting goal.

- ✓ 200%+ growth in new subscription sales pipeline in 6 months
- ✓ 10% increase in contract value
- ✓ New corporate branding
- ✓ New solution packaging and messaging
- ✓ 400% increase in lead generation campaign responses in 3 months

SUSTAINING IMPROVEMENTS

ayeQ was critical in quickly building sales pipeline and creating a strategic foundation for accelerated, predictable growth. Using the ayeQ process as a growth catalyst, leadership placed an internal marketing team to continue to execute on the strategic foundation and lead generation engine.

About ayeQ

ayeQ is a SaaS software company that defines a new market space for Strategy Automation. Led by veteran marketing and sales leaders with highly technical backgrounds, the ayeQ platform brings together decades of successful strategy methods into a scalable platform to guide B2B companies towards creating and executing successful growth strategies. ayeQ customers consistently outpace their competitors in gaining market share while operating in a constrained-resource environment.