



CaseStudy

Fleet Management Company  
Grows Sales Pipeline by \$35  
Million and Counting

“Having OppSource handle our lead management has dramatically improved our quality and quantity of leads. The lead management process has increased the sales pipeline by 35 million dollars.”

– LeAnn Castillo,  
Director of Marketing Communications,  
XATA Corporation

**XATA** X**COMPANY**

XATA Corporation

**HEADQUARTERS**

Minneapolis, MN

**INDUSTRY**

Transportation

**PRODUCTS**

Fleet Management  
Software, Fleet  
Management Consulting,  
Web-based Fleet  
Operations Tools

**QUICK STATS**

Employees: 177  
Direct Sales Force: 10  
New Customers in  
Fiscal 2008: 53



In today's world of rising transportation costs and complex regulations, businesses must use every available method to drive down trucking fleet costs and increase regulatory compliance. For more than 25 years, XATA Corporation has been helping many of the world's largest trucking fleets do exactly that.

As a leading provider of fleet management solutions to the trucking industry, XATA has worked with big name companies such as BP Amoco and Coca-Cola. XATA service offerings include on-demand fleet management software and Web-based tools that can be accessed anytime, anywhere. XATA also offers expert fleet management advice and consulting – helping companies lower costs, increase safety, and meet industry regulations.

“We have progressed as our industry has progressed,” says XATA Director of Marketing Communications, LeAnn Castillo. “We develop on-demand software applications, integrate with the best-in-class third-party offerings, and deliver business insight to meet our customers’ specific fleet and business needs.”

**BRIDGING THE DEMAND GENERATION GAP**

The complexity and investment involved in purchasing and implementing XATA solutions means the company has a long sales cycle – typically nine months to a year in length. Previously, the company's ten-person direct sales force was in charge of every stage of the selling cycle; from cold-calling prospects through meetings, product demonstrations, and closing the sale.

This arrangement meant keeping leads flowing into the XATA sales pipeline was often a challenge. The stretched-thin sales force tended to focus



on closing sales, leaving demand generation to fall by the wayside. And it didn't help that many of the leads the sales force received were unqualified. "The fulfillment piece of lead generation was non-existent," says Castillo. "Leads for all marketing activities were simply pumped out to the sales force, if captured. Then the sales force was to follow-up. If the first couple of leads were not good, the rest of the leads were usually not followed up on."

## DISCOVERING A CUSTOMIZED SOLUTION

A growing concern for XATA was losing opportunities its sales force was simply not aware of which led the company to search for an outsourced demand creation solution. XATA also hoped this solution could meet their goals of increased customer satisfaction, greater sales force productivity, and a more powerful prospect database.

Castillo identified the key requirements for the ideal demand generation partner. These included the ability to work side-by-side with in-house sales and marketing departments, to provide input into the XATA customer resource management (CRM) system for closed-loop lead tracking, and to offer quick and easy implementation. In the end, XATA found the company they were looking for in OppSource.

"We ultimately chose OppSource as our demand creation solution because they had the tools and talent to segment our large audience into specific target audiences, use our CRM system, accommodate our billing requirements, provide customized programs to fit our needs, and deliver accurate information for our database," says Castillo.

## PUTTING MILLIONS INTO THE PIPELINE

The numbers tell a story of success. In just over 2 years after launching its demand generation program, XATA has already realized a 300-percent return on their investment in OppSource solutions. During this time, more than 55,000 calls were made to XATA target prospects, and OppSource demand creation specialists set more than 200 sales appointments for the XATA direct sales force. But for Castillo, the results are evident in more than just numbers.

## BUSINESS BENEFITS REALIZED

- More than **\$35 million** in the proposal or demo stage of the company's nine-month selling cycle.
- The direct sales force is **saving time** and **increasing productivity**.
- More than **55,000 calls** have been made to XATA target prospects, leading to increased mindshare among key fleet management decision-makers.
- A customized database of **over 30,000 companies** gives the XATA direct sales force and marketing team detailed information about their target prospects.
- In just over 2 years, XATA realized a **300% ROI** in OppSource solutions

"Being in front of your customers with relevant and timely information is always a competitive advantage," says Castillo. "By using OppSource, we have a number of touch points that keep XATA top-of-mind in the marketplace."

The future of the partnership between OppSource and XATA looks bright. Currently, OppSource leads have generated more than \$35 million in the XATA sales pipeline. And soon, XATA will roll out OppSource Digital Connect and Content Services to complement the Personal Connect, Database and Mobilization Services it currently uses. Castillo believes these additional services will enhance the critical lead-nurturing aspect of their customer sales cycle and contribute to the company's bottom-line growth.

## A MUTUAL TRUST

Above and beyond the technology and expertise, what really makes the partnership between these two companies work is mutual trust.

"The most important thing is that we trust them and they trust us," says Castillo. "They're willing to be flexible with us, and that really cements our relationship. They're very thorough in what they do, and they're extremely knowledgeable about the marketplace."

In the end, trust is the reason XATA has confidence in OppSource to increase its bottom-line and strengthen its position as the transportation industry's leading provider of fleet management software.

# The *Pursuit* of Demand

Some see **marketing leads** as an end result.  
We see them as the beginning of a **sales opportunity**.

Generating and nurturing leads into sales opportunities and creating demand is what OppSource is all about. We provide an essential connection between marketing and sales that can significantly improve your company's return on marketing investment. Our lead management process is more personalized than the one-dimensional automation solutions offered by other companies — and more cost-efficient because you don't need to hire on-staff expertise.

With OppSource, we combine personal contact, digital tools, and more focused communication to improve customer interaction.

We start by capturing leads from all your marketing activities, while also generating additional contacts. Then we engage all prospects with valuable information, offers and news, that position you as a trusted resource. We track, qualify, nurture and score leads all along the way, so we know where prospects stand in the process. When they're ready to buy, you know them and they know you. OppSource even has the capability to set the appointment and deliver a sales-ready, qualified opportunity to your sales force.

If you're ready to extract more value from your company's marketing investment by transforming leads into revenue, talk to OppSource. We can help make sure your marketing leads actually lead somewhere.

**OppSource**  **com**

1171 Northland Drive  
St. Paul, MN 55120  
1-877-742-8880

[www.oppsource.com](http://www.oppsource.com)

©2011 OppSource.com, Inc