

**HARTE
HANKS**

CLIENT CASE STUDY



FINANCIAL SERVICES

**COMPANY
OVERVIEW**

**THEIR
OBJECTIVES**

**OUR
APPROACH**

**THE
RESULTS**



COMPANY OVERVIEW

Paycor is a human capital management company that provides HR and payroll technology to small and medium-sized organizations. Paycor focuses on companies with 10-1,000 employees in three specific industries: Healthcare, Retail/Restaurant, and Manufacturing.



THEIR OBJECTIVES

Paycor approached Harte Hanks to help them optimize and then scale their inbound efforts. The goal was to understand which of their marketing campaigns was driving the highest performance and how to capitalize on those campaigns. They didn't have agents to handle any inbound function driving an immediate need for capacity.



OUR APPROACH

It all started with data

Harte Hanks' dedicated Business Intelligence resources were engaged to immediately identify long term trends in data. Understanding what campaigns drove the most success, and drove the least success (for marketing) allowed the client to track the most effective ROI. The lower performing campaigns then became subject to change management and allowed experimentation to determine how to increase conversion.

Experimentation in "The Lab"

Having reviewed the data, we began to apply our learnings and benchmarking data to Paycor's existing successes and found two key methods to drive increased conversion:

We created more aggressive sales motions to pursue MQLs, including increasing the frequency of touch points and taking a more direct tonality. The urgency of our responses matched that of their customers' pain points and ICP consequently driving a higher conversion rate for first time appointments (FTAs)

Harte Hanks supported Paycor in accessing and actioning new data sources, specifically, how to engage workable lead sources. This allowed for quicker and more effective decision making within the sales process.



THE RESULTS

94%

Calls answered within 20 seconds

3,066

Total first-time appointments (FTA) set

60%

Of total revenue has been driven by Harte Hanks

\$21m

Closed won directly from Harte Hanks