![ProcessVenue logo] PROCESSVENUE
A brand of Predusk Technology Pvt. Ltd.

Case Study

Building a Predictable **Growth Engine** for an Indian Outsourcing Startup

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Client Overview

An India-based outsourcing startup providing end-to-end back-office, customer support, and digital operations to global SMBs and startups.

Pre-engagement, they relied on ad-hoc outreach with minimal digital footprint and inconsistent lead flow.

Sales motions were largely manual, with no unified CRM or measurable funnel visibility.

They partnered with us to build a predictable, multi-channel growth engine.

Objective

Establish credible online presence and discoverability for high-intent keywords.

Create a consistent pipeline of qualified B2B leads via organic + outbound.

Systematise sales ops—centralize data in CRM, improve email deliverability, and track funnel metrics.

Strengthen reputation and trust signals to accelerate deal velocity.

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Solution

SEO & Content: Keyword plan, on-page + technical fixes (GSC), blog calendar for pain-point/comparison queries, reputation assets

Social & Thought Leadership: Managed LinkedIn/Meta cadence, founder POV, employee advocacy, reusable creative templates.

Email, Research & Outreach: ICP + account lists, decision-maker enrichment, SmartReach.io sequences by use-case, warm-up + domain hygiene, value-led emails with clear CTAs.

Lead Gen, CRM & Calling: Zoho CRM (stages, pipelines, SLAs, dashboards), SDR routing, CallHippo click-to-call + logs, nurture streams.

Analytics & Governance: SEMrush/GA/GSC monitoring, UTM standards, funnel reports, monthly insights, quarterly reviews.

Value and Impact

Our services delivered the following benefits to our client:

Credible digital presence that ranks for outsourcing intent—less reliance on pure cold outreach.

Clean CRM + calling stack with full-funnel visibility; stronger social proof shortened SMB sales cycles.

Repeatable engine: organic discovery → targeted outreach → nurture → booked calls.

Qualified pipeline	Lead flow	Visibility	Efficiency	Cost
₹1.8–₹2.5 Cr; Closed-Won: ₹45–₹70 L.	~10 → 45–60 MQLs/month; booked meetings: ~3 → 15–22/month.	+180–300% organic clicks; top-10 keywords: 4 → 25–40.	reply→meeting 6–10% → 12–18%; sales cycle –15–25%.	blended CAC ₹18k–₹32k (down 20–35%).

About ProcessVenue

At ProcessVenue, we believe outsourcing is more than just delegation—it is a powerful strategic alliance. It's about building partnerships that are deeply integrated with cutting-edge automation and AI. This synergy unlocks new levels of growth, efficiency, and innovation.

With over 15 years of experience, we have helped startups, enterprises, and global brands streamline operations, reduce costs, and enhance productivity through a process-driven approach.

Our AI-powered business process outsourcing solutions, combined with human expertise, ensure seamless execution, data security, and 24/7 global support—empowering your business to focus on what matters most.

Why ProcessVenue

15+
Years of Industry Experience

20+
Countries Served

10k+
Successful Projects

24/7
Global Support

AI + Human Expertise

Regulatory Compliance
(GDPR, ISO, SOC2 & HIPAA)

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