



A fast-growing SaaS company | **10 SDRs** | **>\$100M** in VC funding

Moveworks, an AI company that instantly resolves employees' IT support issues, has experienced major success and rapid growth. Moveworks established a strong sales and sales development team with aggressive targets.

Like many growing B2B companies, in order to accelerate building their outbound sales pipeline, Moveworks sought to strengthen its SDRs by:



**Making it easier and faster to find the right prospects to target**

Gaps in company and contact info require SDR research and time.



**Automating chasing of unresponsive prospects** to free up valuable SDR time.



**Getting the most out of each prospect list** by identifying them out of cadences of 100s of prospects and contacting them in a timely and optimal manner.



***RightBound makes me excited about the future of SDR work. I feel like we are embarking on a new journey"***

Garrett Serviss, Head of Sales Development - Moveworks

## RIGHTBOUND RE-DEFINED SALES DEVELOPMENT AT MOVEWORKS AND WITHIN 2 MONTHS EXPERIENCED:

**40%**

Increase in qualified leads and demos scheduled

**50%**

Increase in SDR productivity

**30%**

Reduction in cost per meeting booked

Rightbound quickly integrated into Movework's existing strategies and workflows. It took a huge load off SDRs by applying automation and machine learning to tasks that were previously manual and straining.

Based on Movework's ideal customer profile, Rightbound's Continuous Prospecting engine recommended and found thousands of prospects, and fetched all the relevant and accurate contact details. By performing analysis and prioritization, the prospects were categorized and segmented automatically.

The Smart Outreach engine then applied Movework's playbook to autonomously send the initial outreach to these prospects - on behalf of the SDRs. This included emails, social connects, surveys, gift-cards and even targeted ads. Prospects were prioritized within each target account, and set with an optimized message, channel and timing to achieve maximum engagement.

***" Rightbound allows us to have a leaner high performing team. It saves us many hours per week and allows SDRs to focus on high value activities like phone calls and emails - directly within Outreach.io"***



## NO NEED TO MANUALLY REACH OUT TO ALL PROSPECTS.

RightBound did all the initial outreach on their behalf. For example, a survey was sent out to learn about prospects' role and priorities. A small gift-card was sent to those completing the survey, and an entry in Outreach.io was created for the SDR to follow up.

## UNCOVER PROSPECTS THAT WERE FORMERLY BEYOND REACH

RightBound's prospecting engine never stops working, continuously searching for more and better suited prospects. As a result, SDRs are always provided with new leads - and more importantly, leads that were previously not on their radar.

## SDRS SPEND TIME ON PRE-QUALIFIED LEADS OR STRATEGIC ACCOUNTS

Time previously spent on chasing down unresponsive prospects is now re-focused to following up with pre-engaged leads from RightBound, or investing in our top strategic accounts.



## GARRETT SERVISS, HEAD OF SALES DEVELOPMENT FOR MOVEWORKS DESCRIBES THE VALUE FROM RIGHTBOUND:

### ELIMINATION OF OUTSOURCED SDR VENDORS SAVED COSTS AS WELL AS INCREASED THE QUALITY OF CONTACTS

Since RightBound increased SDR efficiency, we were able to stop contracting work out to external vendors. Maintaining all the outreach in-house helped gain better results since our own SDRs are better trained in the company's playbook. We now generate meetings at 30% of the cost compared to an outsourcing service or display advertising. Since RightBound saves us many hours of prospecting per week and helps us focus on high value activities such as phone calls and personal emails, SDR productivity rose by over 50% "

### RIGHTBOUND PROVIDED INSIGHTS AND VISIBILITY THAT HELPED US ALIGN SALES, SALES OPS & MARKETING

Machine learning applied from RightBound's engines provides us with ongoing, and visible input into our strategy. RightBound's engine tests different approaches, channels, and target audiences, and applies those learnings to improve its outreach as well as provide valuable feedback that our sales and marketing leaders use to adjust our messaging and tactics.

### SIMPLE & QUICK DEPLOYMENT INTEGRATED INTO OUR CURRENT STACK

We use Outreach.io and RightBound smoothly integrates into that. They push engaged leads into Outreach.io with all the relevant info, email, phone and associated with the right accounts. The SDR is assigned with the lead with the right cadence that match the engagement level of the lead.

### WHITE-GLOVE SERVICE FROM RIGHTBOUND HELPED ME CONSTANTLY IMPROVE RESULTS

Unlike other tools that we use that required long deployment and heavy setup costs, RightBound's white-glove customer service was able to get the engine setup quickly and seamlessly. Their team of experts really understood our business and provided consulting services including how to structure my process and campaigns, and helped us see results almost immediately, as well as over time.