RightBound & Moveworks

Redefining Sales Development:
A Success Story

TO ACCELERATE GROWTH IN ITS OUTBOUND SALES PIPELINE, MOVEWORKS SOUGHT TO EMPOWER SDRS BY:

Making it easier to find the right target prospects. Gaps in company and contact info require SDR research efforts.

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

Optimizing each list of prospects by identifying the best ones from cadences of 100s of prospects and contacting them promptly.

> "RightBound makes me excited about the future of SDR work. I feel like we are embarking on a new journey"
>
> *Garrett Serviss, Director, Growth Marketing — Moveworks*

WITHIN 2 MONTHS OF DEPLOYING RIGHTBOUND, MOVEWORKS 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 workflows, taking a huge load off SDRs by automating tedious manual tasks.

Based on Movework's ideal customer profile, Rightbound's Continuous Prospecting engine found thousands of prospects and fetched accurate contact details. It then categorized and segmented prospects automatically.

Applying Movework's playbook, the Smart Outreach engine autonomously initiated outreach to these prospects. This included emails, social connects, surveys, gift-cards and even targeted ads. Prospects were prioritized within each target account, and assigned an optimized message, channel and timing for maximum engagement.

> "Rightbound enables a leaner, high performing team. It saves us many hours per week and allows SDRs to focus on high value activities— directly within Outreach.io"

FROM OVERWHELMED TO OVERACHIEVING: EMPOWERING MOVEWORKS' SDRS

AVOID MANUAL OUTREACH TO ALL PROSPECTS

RightBound did all initial outreach automatically. This included a survey asking about prospects' role and priorities, a gift-card sent to survey participants, and creating an entry in Outreach.io for SDR follow up.

UNCOVER PROSPECTS FORMERLY BEYOND REACH

RightBound's prospecting engine never stops working, constantly searching for more and better suited prospects. SDRs are continually provided with new leads, including many not previously on their radar.

FOCUS ON PRE-QUALIFIED LEADS OR STRATEGIC ACCOUNTS

Time previously spent on chasing down unresponsive prospects is now re-focused where it counts — following up with pre-engaged leads, or investing efforts on Moveworks' top strategic accounts.

GARRETT SERVISS, DIRECTOR, GROWTH MARKETING, MOVEWORKS ON RIGHTBOUND'S VALUE:

- **Save SDR costs and increase the quality of contacts**

  Since RightBound increased SDR efficiency, we could stop contracting work out to external vendors. This helped improve outreach results since our own SDRs are better trained in the company playbook. We now generate meetings at 30% of the cost of an outsourcing service or display advertising. By reducing prospecting hours and focusing on high value activities, our SDR productivity rose by over 50%.

- **Gain insights and visibility that help align sales, sales ops & marketing**

  RightBound's machine learning gives us ongoing and visible input into our sales and marketing strategy. These insights help us test different approaches, improve outreach, and adjust our messaging and tactics.

- **Integrates into our current stack for seamless implementation**

  RightBound smoothly integrates into our Outreach.io platform. Engaged leads are pushed into Outreach.io with all relevant info and associated with the right accounts. The lead is assigned to an SDR with the right cadence to match the lead's engagement level.

- **Fast time-to-results with white-glove service**

  Unlike other tools that required long deployment and heavy setup costs, RightBound's white-glove service experts got the engine set up quickly and seamlessly. They really understood our business and advised us how to structure processes and campaigns. These consulting services helped us see results almost immediately, as well as over time.

Moveworks is an artificial intelligence (AI) company headquartered in Mountain View, California. The company developed an AI platform, designed for large enterprises, that uses natural language understanding (NLU), probabilistic machine learning, and automation to resolve workplace requests.

Moveworks

A fast-growing SaaS company

30 SDRs | >$300M in VC funding