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CASE STUDY

**An Ed-tech
startup suffering
with an abysmal
lead conversion**

01



What urgent **problem** was my **customer** facing?

Our client, an edtech startup, was facing a dismal, less than 5% lead conversion rate.

SCL-International was brought on board to recalibrate their approach.



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What our research revealed?

02



Investigating their process revealed that they were relying solely on standardized outreach templates.

We advocated that they shift to customized messaging that is aligned with prospects' real-time needs.



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03



What concern did the **customer** raise?

The founders raised a valid point that —

Customization might slow down the client acquisition process and consequently revenue growth.



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What insight did SCL-international share?

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SCL-International emphasized the trade-off that prevails between creating an unforgettable brand experience and scaling a business rapidly.

This compelled the client to evaluate a critical decision:
Brand building?

OR

Rapid scaling?



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What does **brand building** entail ?

Brand building demands a relentless focus on creating quality experiences, starting from the very first customer interaction.

It sets the tone for the brand journey.



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What does scaling your business entail?

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When scaling your business, it is important to remember that each touchpoint shapes your brand equity.

Strategically weigh the tradeoff between rapid growth and building an unforgettable brand experience.



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07



What was the **business outcome?**

Shifting from standardized to customized outreach boosted lead conversions by a staggering 120%.

Simultaneously, enhancing the brand experience propelled customer retention rates to an impressive 96%.



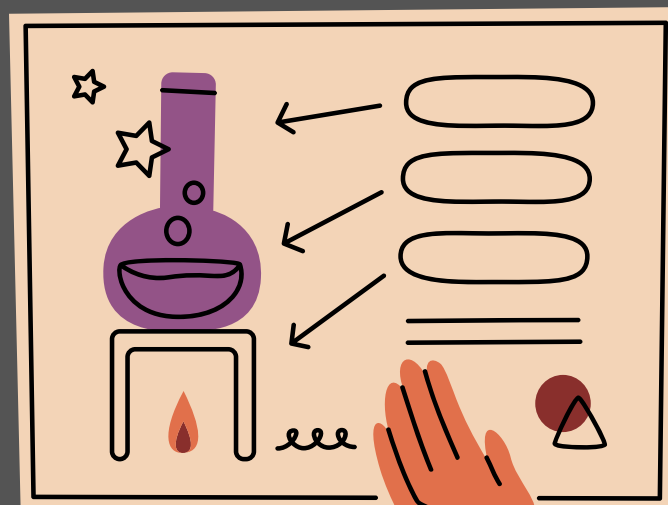
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What was the nature of impact?

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The strategic move not only doubled lead conversions but also cemented customer loyalty, fostering sustained business growth by way of client referrals and repeat businesses.



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“

Building a brand is not a sprint. It is a marathon with a commitment for creating exceptional customer experiences.

”



connect@scl-international.com

S. Shekhar

