

A growth engine of sales efficacy



Location: Mumbai, India | No. of Employees: 600,000+
Industry: IT Services, Business Solutions & Consulting



“LinkedIn Sales Navigator empowers our teams with the sales intelligence and relationship-building features to find, establish and nurture great customer relationships that translate into real business growth.”

Ashish Babu

Chief Marketing and Communications Officer, Global Markets
Tata Consultancy Services



Opportunity

Going deeper into growth markets

- Tata Consultancy Services (TCS) is an IT services, consulting and business solutions organisation that has been partnering with many of the world’s largest businesses in their transformation journeys for over 56 years. A part of the Tata group, India's largest multinational business group, TCS is active in 55 countries around the world.
- As a business, TCS has identified strong growth potential in markets across APAC.
- While its well-trained consultants have successfully established relationships in key territory accounts, TCS continued to look for ways to supercharge growth by both acquiring new customers and growing existing accounts through effective cross-selling and up-selling.



Solution

Driving productivity with sales intelligence

- TCS for specific markets in APAC, turned to LinkedIn Sales Navigator to help its team grow, retain and acquire customers.
- Many different groups at TCS, including country leads, client partners in customer-facing roles and business development representatives, were onboarded onto Sales Navigator.
- In addition to engaging key decision makers, TCS consultants needed to identify business buying groups within each account.
- They used Sales Navigator to find new leads and seek warm paths to make connections faster while discovering customer insights to personalise their outreach for better results.



Results

Uncovering new leads

- Using Sales Navigator, TCS consultants were able to identify new leads and prioritise accounts with the biggest opportunities.
- Sales Navigator augmented TCS' traditional sales tactics, enabling highly targeted sales outreach that would yield the best opportunities and outcomes for their team.

US\$39M

in estimated revenue influenced by
Sales Navigator

TCS used Sales Navigator to close a major deal with an Australian proptech startup.

Recounting Sales Navigator's role in this win, Rohit Kapoor, Delivery Centre Head, Australia & New Zealand, shares:

"We built a robust relationship with the founders by closely following their journey on LinkedIn even before the company's inception. When the client revealed plans to scale up their operations in new markets, we conducted extensive research on LinkedIn to identify potential investors.

Throughout the engagement, we used Sales Navigator's Lead Save & Alerts to keep track of the prospects' journey and engage with their posts, fostering a deep sense of community."



Rohit Kapoor
Delivery Centre Head, Australia &
New Zealand
Tata Consultancy Services

TCS nurtured the decision makers by showcasing their customised IT solutions through direct messages.

Elaborating, Kapoor says, "Sales Navigator augmented our traditional sales channels to significantly shrink the sales cycle and help us become trusted partners without a bid. This was our first major win with Sales Navigator, but I am sure it won't be the last."



Deepening account insights

- TCS consultants surveyed used Sales Navigator to uncover missing decision makers or influencers and close information gaps.
- TCS consultants reported how they were able to acquire reliable information about new, unlisted prospects, when secondary information was scarce. This helped them craft a more compelling sales pitch.
- TCS consultants saved time with Sales Navigator alerts. They were notified about relevant news about an account or prospect immediately, which helped them personalise both the timing and content of their outreach. On average, TCS consultants report that they have saved about 6.8 hours a month — time that they have put towards higher-value sales activities.
- With Sales Navigator, TCS continues to win as the partner of choice in its growth markets.

280+

new decision makers at prospective accounts were identified and engaged

6.8 hours

of time saved per month was recorded

