



# CASE STUDY

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How **The Adecco Group** drove revenue through a crowded market and acquired high quality leads with the help of Recoordinate

# The Adecco Group

## Background & History

The Adecco Group (TAG) is a Fortune 500 company who offers requirement and staffing services. TAG Sweden has their main headquarters located in Solna, and they have several offices located in all of Sweden.

In October of 2018, their Digital Sales team sought out help with Recoordinate to implement Salesforce Pardot into their sales organization. Their main challenges were to digitalize their sales process, increase sales, and more qualitative leads.

## Goals & Strategy

- Implement Salesforce Pardot into Salesforce Sales Cloud.
- Acquire new leads with several form entries.
- Attract white-collar workers with thought-leadership material.

## Recoordinate's Solutions



Connect Salesforce Pardot into Salesforce Sales Cloud to enable faster service



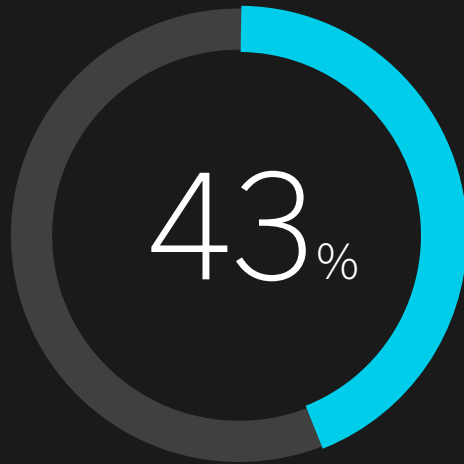
Make it easy for customers to enter via Contact form, campaign form, and a subscriber form



Implement and embed an inbound marketing strategy within the MA tool and customer journey to increase engagement

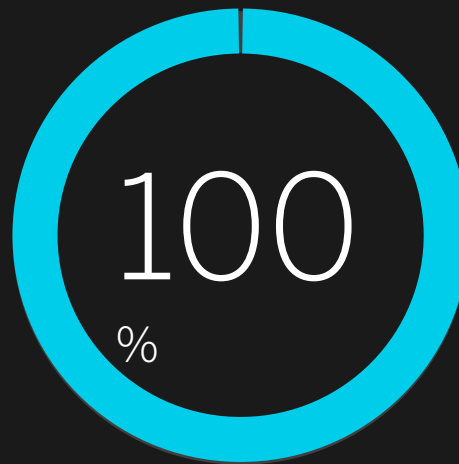


# The Final Results



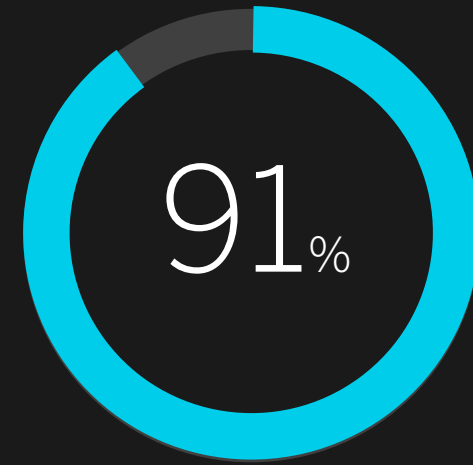
## WON CUSTOMERS

The Digital Sales team won 43% of customers in one year due to their contact form. They were able to successfully link their MA efforts to the business revenue.



## NEW LEADS

Because of their subscriber form that Re-coordinate implemented, the Digital Sales Team gained 100% of new leads per month since October 2019.



## EMAIL ENGAGEMENT

On average, each email send-out received 91% open rates (OR) and 19% click to open rate (CTOR) due to an integrated inbound marketing strategy within their MA platform.



# Client Testimonial



**Vendela Leksell**  
The Adecco Group

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From day one, I felt secure working with Recoordinate. They always strive to be on the cutting edge of what CX-technology can offer organizations. They know what they talk about and are not afraid to tell you what's not working.

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**Vendela Leksell**  
Head of Digital Sales  
2020





Thanks!