



 CYGNUS

Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC

 CIENCE



About Cygnus Consulting

Cygnus Consulting is a US-based team of experienced developers offering the highest quality software development services in the areas of embedded, mobile, voice, and IoT technology.



Fred Hermanson

Partner

Industry

Computer Software

Website

www.cygnusconsult.com

Challenges and Scope

ICP: Smart Home/Internet, Consumer Electronics, Digital Streaming Media.

Product: Cygnus Consulting offers software development for embedded, mobile, voice, and IoT.

CIENCE Technologies coordinates the lead generation efforts for Cygnus Consulting. After researching appropriate industries and clients, they conduct cold-outreach campaigns.

Why CIENCE

“We needed a contractor to take over marketing duties for the company so that we could focus on more technical and engineering responsibilities.” – Fred Hermanson, Partner with Cygnus Consulting.

Company research on lead generation, digital marketing, website upgrades, and social media led Cygnus Consulting to CIENCE. After speaking to CIENCE, they felt comfortable with their abilities and transparent processes, and have been partnered since November 2018.

RESULTS

One of the first projects tasked was establishing leads for a major roadshow within a short time frame. With CIENCE’s responsive communication and strong reporting system in place, the team was able to set up an unexpected number of face-to-face meetings from the start, many of which have since evolved into relationships.

Fred says, *“CIENCE Technologies has consistently produced results for the campaigns we’ve run. The results are even better than anticipated: we’ve had one to two appointments or calls per week on average.”*

CIENCE's Evaluation

Overall Score | ★ ★ ★ ★ ★

Scheduling | ★ ★ ★ ★ ★

Cost | ★ ★ ★ ★ ★

Quality | ★ ★ ★ ★ ★

NPS | ★ ★ ★ ★ ★



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