TriLumen Systems

CASE STUDY

Large National Retailer · BI & Targeted Marketing

Turning a Cold Call List Into a Targeted Outreach Engine

THE CHALLENGE

During a NetSuite implementation for a large retailer, prospecting for returning customers was still happening cold, the same outreach for someone who'd bought three times last year as someone who'd never purchased at all.

OUR APPROACH

We built a dashboard surfacing customer purchasing patterns directly from the new system: when a customer historically buys, how much they typically spend, and how they pay. Instead of a generic call list, sales could prioritize outreach around a customer's actual buying rhythm, reaching people close to when they were likely to purchase again, not months off from it.

THE RESULT

Customers reached through the targeted outreach returned at a 50% higher rate than those contacted the old way.

> *"To be honest, our sales team was drowning in cold lists and flying blind right in the middle of a major system rollout. TriLumen didn't try to sell us some massive, expensive platform. They just took the data we already had and made it actually useful. Our reps finally had a clear target, and the customers we reached through it started coming back way more often."*
>
> VP OF SALES, NATIONAL RETAIL & DISTRIBUTION

Have a Problem That Looks Like This?

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