



# How **Enhanced CX** Helped Broadcom Software **Generate Over \$56 Million** in Sales Pipeline

## The Challenge

Two large acquisitions had significant impact throughout Broadcom Software's operations — specifically, its customer service. Resources were stretched thin, and customers needed better support, especially during the pandemic. **Broadcom Software needed a solution that could help them:**

- Provide a better and consistent customer experience throughout the entire customer lifecycle so no issues or needs go unmet.
- Maintain a productive pipeline filled with high-quality leads.



## The Solution

Televerde came on board to help Broadcom Software in **five significant ways:**



Supported and directed channel sales teams



Created alignment between sales development and account executives



Qualified inbound leads



Implemented a global lead routing process



Provided international customer support

## The Impact

**\$56+ million**

in Pipeline

**\$22 million**

in Closed Revenue

**75%**

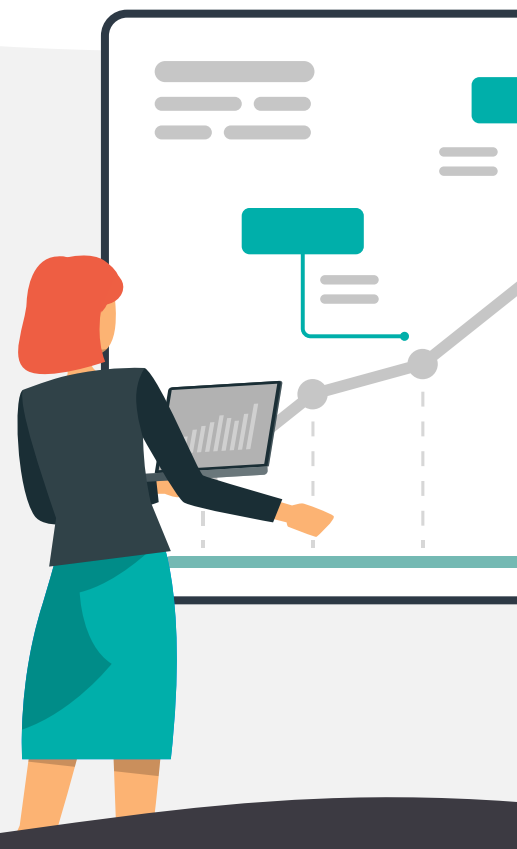
**MQL to SAL**  
Conversion Rate

**32%**

**SAL to SQL**  
Conversion Rate

**52%**

**SQL to Closed/Won**  
Conversion Rate



Acting as a true extension of the Broadcom Software team, Televerde agents integrated empathy, customer service, and sales techniques to create lasting customer relationships within the Broadcom Software partner channel.

Working with the right customer support partner can give your business a leg-up on competitors, which is a win for your company and your customers. With more than 28 years of experience, **Televerde's customer experience solutions are scalable, predictable, and repeatable—enabling high-value outcomes.**

**Want to level up your customer experience for greater top-line growth?**