

# Broadcom-Televerde Partnership Generates Over \$56 Million in Sales Pipeline

## Our Client

Broadcom is a world leader in business-critical software designed to modernize, optimize, and protect the world's most complex hybrid environments. With its engineering centered culture, Broadcom is building a comprehensive portfolio of industry-leading enterprise software, enabling scalability, agility, and security for the largest global organizations in the world.

The Broadcom portfolio is deep including market-leading solutions in Infrastructure and Security--specifically, AIOps, Cyber Security, Value Stream Management, DevOps, Mainframe, and Payment Security. Among its leading products are recognizable names such as Symantec Web Protection Suite, Symantec DLP, Symantec Endpoint Security, Clarity, Rally, and Arcot, from its CA Technologies and Symantec portfolios.

## The Challenge

Following two large acquisitions, massive changes were made throughout the organization, and there was a significant shift in approach to customers and partners. Broadcom customers needed better customer service, especially during the pandemic. Communication, a common challenge with large acquisitions, was the biggest concern.

Customers needed an avenue to communicate directly with Broadcom about their inquiries and concerns. Broadcom knew it needed to create an open line of communication and gain better visibility into its customer support operations to be able to address new and emerging customer issues and identify areas in which more resources should be prioritized.

**Broadcom then sought out a solution that could meet these needs and help its customer support and sales team:**



Provide a **better and consistent customer experience** throughout the customer lifecycle, so no issues or needs go unmet.



Maintain a productive **pipeline filled** with high-quality leads.

1

**75%**MQL to SAL  
Conversion Rate

2

**32%**SAL to SQL  
Conversion Rate

3

**52%**SQL to Closed-Won  
Conversion Rate

4

**\$56M+**

Pipeline Generated

5

**\$22M**Closed-Won  
Generated



**Working with customer service can be frustrating, but when I was put in touch with a Broadcom rep, they were amazing with helping me with the migration process, ensuring our systems are protected & secured."**

**SERVICE MANAGER**  
Wholesale Sector Organization

## The Selection Criteria

One of the most significant factors driving Broadcom's selection process was the need for a partner who could be an extension of their internal team, who knew the solutions so well that from the customers' point of view, they were dealing with Broadcom. On top of that, the partner also had to be just as, if not more, committed to Broadcom's goals.

Customer experience was a major priority as well, so Broadcom wanted a partner with a proven track record of success with similar-sized enterprises. Another factor that played a part in Broadcom's choice of partner was the ability to swiftly onboard customers and build solid bridges to improve customer experience. Televerde ticked all the right boxes.

## The Solution

Televerde came on board quickly and set out to:

- Support direct and channel sales teams
- Create alignment between sales development and account executives
- Qualify inbound leads and implement global lead routing process
- Provide international customer support.

The Televerde agents hit the ground running—immediately establishing rapport with the majority of Broadcom's account directors and developing strong internal partnerships. They worked as a true extension of the Broadcom team, combining empathy, customer service, and sales strategies to build lasting customer relationships within the Broadcom channel. Their priority was to nurture the relationship between Broadcom and its customers by offering relevant, timely, and empathetic outreach and support.

## The Results

Broadcom's partnership with Televerde generated impressive results: a high MQL to SAL conversion rate at 75% and \$22 million in closed/won revenue generated. The most impressive outcome is the over \$56 million generated in sales pipeline.

The impact of Broadcom's partnership with Televerde goes beyond numbers—Broadcom's internal team now has more resources and time to focus on business-critical priorities and greater trust and loyalty from its customers and partners, who have consistently expressed their satisfaction with this program.



**Our extended Televerde team consistently goes above and beyond, unafraid to venture outside their scope, to solve challenges for Broadcom partners and customers. Their support enables us to focus internal resources on our core business, with assurance that our partners and customers are being well taken care of."**



**LAURA MCGREGOR FALKO**  
Head of Global Partner Marketing and  
Partner Program Office, Broadcom<sup>1</sup>

## About Televerde

With over 28 years of experience, we are ready to support you and your customers' success.



### Our Story

Founded in 1995, Phoenix-based Televerde is a fully integrated sales and marketing technology organization with a proven execution model for generating demand, accelerating sales, and supporting customer success.



### Our People

Televerde believes in second chance employment and strives to help disempowered people find their voice and reach their potential. Seven of Televerde's 10 engagement centers are staffed by incarcerated women, representing 70 percent of the company's 600+ global workforce.



### Our Clients

Televerde has helped the world's leading B2B companies including SAP, Adobe-Marketo, and Pulse Secure drive engagement, pipeline, and revenue. We have generated more than \$12B in revenue for our clients.

<sup>1</sup> CA, Inc, a Broadcom Company: Supporting Channel Partners. Televerde, accessed April 2022



Learn more about how Televerde can help.  
Visit <http://www.televerde.com> or call us at **888-925-7526**