



REVENUE GROWTH

DPD UK achieves a **20X ROI** through Propensity Modelling



Putting Propensity Modelling into action enables DPD UK to improve lead flow and deal conversion rate.

OBJECTIVES

DPD UK is a next day, express parcel delivery company providing delivery services throughout the UK, Europe and the rest of the world.

SOLUTIONS

Zint has enabled us to build out an exhaustive view of our addressable market in the UK. The Propensity Modelling system enables our Sales Team to focus on only the most compelling opportunities in any sector, at any given time.

Zint's Salesforce integration has provided us a clear way of visualising our white space and re-engaging our latent pipeline in a highly effective way.

BENEFITS

More Leads

We have converted leads at a greater rate and identified new opportunities that may otherwise have been missed.

Greater Productivity

Propensity modelling has helped us to spend less time prospecting and more time selling.

Increased Revenue

We have won some fantastic new clients sourced directly from Zint, equating to a 20X ROI in the platform already.

AT A GLANCE

Company: DPDgroup UK

Location: Throughout the UK

DPD has a reputation for being one of the most innovative delivery companies in the UK express parcels sector. Predict, DPD's one hour delivery window sent to shoppers via SMS, email or push notifications, means they know exactly when their parcel will arrive. What's more, shoppers can track the progress of their parcel on a real-time map as the driver makes their way to their address. The DPD App has been downloaded by over 10m users and enables a shopper to choose how their parcels are delivered so they never miss a delivery - find out more at:

innovation.dpd.co.uk/app

"Zint has been supporting our commercial team to consistently overachieve and help retain our market leading position in the UK"

Head of Sales, DPD UK

Looking for something like this for your business?

Book a Demo today