

Delhivery leverages SquadIQ to massively scale its outreach and generate more revenue opportunities

Summary →

Delhivery, a supply chain and logistics leader, was in the need for a scalable, speedier and automated platform for their outreach.

[Read the study](#) to know how SquadIQ's distributed workforce + platform enabled Delhivery to connect, qualify and engage with leads better.

50%
MoM

growth in
revenue
opportunities

94%

peak lead
connectivity
achieved

Key Objectives

Delhivery provides B2B and C2C logistics solutions encompassing over 17,500 pin codes across the country.

Like most growth-focused companies, Delhivery faced a common set of problems at their massive scale, such as -

Connecting
With Leads
At Scale

Qualifying
Relevant
Opportunities

Capturing
Service
Requests

Lines of Business Impacted

- For Small and Medium Businesses
- For International Shipping
- For Freight Shipping
- For Other Services (Warehousing, Express-Shipping)

Key Challenges

1

Only 60% of the leads were contactable

2

Only 47% of the leads were qualified

3

No process for capturing service requests

4

Not enough resources for robust follow-ups

For Delhivery to reach its aim of building the operating system for commerce in India, it needed to rely on a scalable, seamless, and outcome-based solution.

This is where SquadIQ helps with its combination of humans + technology to solve for complex use-cases and provide an end-to-end platform for outreach.

Key Wins + Outcomes

In just 9 months, SquadIQ created measurable impact

Solution Stack



Rapid Turnaround Time
of 10 mins for 80% leads



Dynamic omnichannel
workflows - Voice, IVR, SMS



Cadence of 1+7 followups
for max. contactibility



Solving for 8 unique
use-cases at a time

4x

growth in
lead outreach

60k+

revenue
opportunities
generated

92.5%

average lead
connectivity
achieved

Concluding Thoughts

Delhivery leverages SquadIQ
to massively scale its outreach and
generate more revenue opportunities.

Voice of Customer

“We would like to thank SquadIQ for their continued support and assistance. They have helped us reduce turnaround time significantly, leading to better qualification for Delhivery. This along with their high focus on customer service and easy access to data and insights, helped us optimize our sales processes. We’re thankful to the team and looking forward to a continued partnership.”

- Anand Biswas, Director | SME Business Delhivery