

UL PROSPECTOR® CASE STUDY

CHT USA Improves Lead Generation Process and ROI with UL's Connect



CHT USA, a part of CHT Group Company, manufactures customized silicone-based materials to the personal care industry. Their innovative global expertise and distribution network provides timely product and project turnaround, and low minimum order quantity. They challenge their formulations lab to solve customers' formulation challenges and provide inspiring starting formulations.

For many years, CHT USA has used UL Prospector® marketing solutions for lead generation with great success. They were getting "better and stronger leads out of Prospector than any other marketing channel or tool." Even so, when Michelle Armstrong started her role as CHT USA's Business Development/Marketing Manager, she saw new opportunities to maximize the data they were receiving. By fully using the data available in the Connect platform, CHT USA increased profitability and enhanced its strategic focus on customer support.

Armstrong realized that in addition to the sales ready leads they were getting, they were also receiving valuable data and intelligence. There were formulators and buyers engaging with their products on Prospector, but not yet making inquiries.

Focused on Exceptional Customer Support

Knowing their sales representatives could not follow up on all activity for their products, CHT promoted Dawn Little as a Lead Development Specialist. Using the Connect platform, Little reaches out to everyone who engages with a CHT USA product. By reaching out immediately, she can see if they have any questions, position CHT USA's products positively and determine if the potential customer is ready for sales follow-up. This allows CHT USA to provide exceptional customer support and to efficiently nurture prospects for new business. Little appreciates that leads are available in real-time, that all of the customer's activity is easily viewable and that she can email directly from Connect.

For Armstrong, a key part of CHT USA's marketing strategy is to "provide better service, more care and more one-on-one attention." She said, "Prospector is a tool that allows us to do that and Connect makes it faster." Customers are thrilled to have someone who can answer their questions, help them troubleshoot and provide inspiration for new ideas.

While reflecting on the leads they receive from Prospector and the additional processes they've put in place, Armstrong said, "I'm just so proud of the ROI and how it has improved year over year." Equally important, the process of using the intelligence from Prospector allows them to be a valuable resource for their customers through proactive support.

In addition to leads, the analytics available within Connect help CHT USA identify potential areas of strategic focus. "We learn a lot just by seeing what people are clicking on, gaining valuable market information, as well as leads," Armstrong said. "We plan to continue a mutually beneficial relationship with Prospector."



"We get better and stronger leads out of UL Prospector than we do any other marketing channel or tool. It has, by far, been the biggest lead generator we've found."

"I'm just so proud of the ROI and how its improved year over year."

– Michelle Armstrong,
Business Development/
Marketing Manager at CHT USA.



– Dawn Little,
Lead Development Specialist
at CHT USA.

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