



# CASE STUDY

## P2P, a FedEx Company, Drives Sales Effectiveness through Propensity Modelling



**Industry:** Logistics

**Size:** 100k+ FTEs

**Company:** P2P, A FedEx Company brings UK retailers to the doorsteps of customers worldwide through its proven tracked, untracked and express international parcel delivery services.

“Sourcing detailed leads allows our business to engage in meaningful conversations with potential clients, which is crucial but can be time consuming and expensive.

Working with Zint at P2P, a FedEx company, we have been able to completely streamline our process flow which removes manual effort and empowers our sales team.

The Zint “propensity” model has freed up time to focus on their customer conversations with peace of mind that they are receiving the right information.

As a team we use this data to strengthen our sales proposition to ecommerce customers throughout the UK for the great international delivery solutions we provide.”

**Thorsten Jochum - Head of Sales Development**