

# Case Study -Transorze

## How InnoMind Technologies Helped Transorze Scale Monthly Revenue from ₹50 Lakhs to ₹1 Crore in 90 Days

---

### Client Overview

**Client:** **Transorze**

**Industry:** EdTech & Skill-Based Professional Training

**Markets Served:** India

**Programs Offered:**

- Digital Marketing
- Artificial Intelligence
- Healthcare & Allied Health Programs
- Shipping & Logistics
- Career-Focused Job-Ready Certifications

**Transorze** is a fast-growing EdTech company focused on delivering **industry-relevant, job-oriented skill training** across multiple high-demand sectors in India. Their programs are designed for students, career switchers, and working professionals seeking employability and long-term career growth.

---

### The Growth Challenge

Before engaging **InnoMind Technologies**, **Transorze** was already doing well – generating approximately **₹50 lakhs in monthly revenue**.

However, growth had started to **plateau due to structural constraints**, not demand issues.

**Key challenges identified:**

- Marketing performance depended heavily on manual optimisations
- Lead volume was high, but lead quality was inconsistent
- Sales teams spent excessive time on low-intent inquiries
- CRM was underutilised and not fully aligned with the sales process
- Follow-ups lacked consistency and speed
- Landing pages were not optimised for conversion across programs
- No unified view of the entire lead-to-enrollment funnel

To scale further, **Transorze** didn't need *more effort* – they needed **better systems**.

---

# Engagement Objective

**InnoMind Technologies** was brought in with a clear mandate:

**Build a predictable, scalable revenue engine that could double monthly revenue without proportionally increasing costs or team size.**

The goal was to:

- Improve lead quality
- Increase sales efficiency
- Optimise conversions across the funnel
- Reduce manual dependency
- Enable faster scaling across multiple programs

---

## Solutions Implemented by InnoMind Technologies

The engagement focused on integrating **strategy, automation, sales systems, and conversion optimisation** into one unified growth framework.

---

### 1. AI-Driven Revenue Marketing

- Restructured paid marketing campaigns across core verticals (Healthcare, Logistics, Marketing, AI)
- Shifted focus from volume-based acquisition to intent-based lead generation
- Refined messaging based on career outcomes, job readiness, and long-term security
- Introduced data-driven budget allocation across programs

**Impact:** Higher consistency in lead flow with improved relevance and intent across verticals.

---

### 2. CRM & Revenue Operations (RevOps) Implementation

- Re-architected the CRM pipeline from inquiry → counselling → enrollment
- Defined clear lifecycle stages and ownership across teams
- Implemented automation for lead routing, follow-ups, and status updates
- Enabled real-time visibility into pipeline health and counsellor performance

**Impact:** Improved pipeline discipline, reduced lead drop-offs, and stronger forecasting accuracy.

---

### 3. AI Automation for Marketing & Sales

- Automated multi-step follow-up sequences (email, WhatsApp, internal alerts)
- Reduced dependency on manual counsellor follow-ups
- Improved response speed to new inquiries

- Ensured no lead was left unattended during peak campaign periods

**Impact:** Significant reduction in manual workload and faster lead engagement cycles.

---

#### 4. Predictive Lead Scoring & Qualification Systems

- Implemented lead scoring based on engagement, program interest, and intent signals
- Prioritised high-propensity leads for immediate counsellor outreach
- Segmented low-intent leads into automated nurture flows

**Impact:** Counsellors focused more time on enrollment-ready prospects, improving efficiency.

---

#### 5. Sales Acceleration & Process Design

- Standardised the counselling and enrollment process
- Introduced structured qualification and objection-handling frameworks
- Defined SLAs between marketing and sales teams
- Improved follow-up consistency across all programs

**Impact:** Higher enrollment conversion rates without increasing counsellor headcount.

---

#### 6. Conversion Rate Optimisation (CRO) & Landing Page Engineering

- Optimised landing pages for clarity, trust, and program differentiation
- Improved page structure, CTAs, and messaging alignment
- Implemented conversion tracking across programs and campaigns
- Reduced friction in inquiry and application flows

**Impact:** More enrollments from the same traffic volume.

---

### The Results (90-Day Impact)

Within 3 months of implementation, **Transorze** achieved:

- Monthly revenue growth from ₹50 lakhs to ₹1 crore
- Improved lead-to-enrollment conversion efficiency
- Faster response times across all inbound leads
- Reduced manual effort in marketing and sales operations
- Better lead quality across multiple training programs
- A scalable growth framework that could be replicated across new programs

The key win was not just revenue growth – it was **control and predictability**.

---

### Why This Engagement Worked

- Growth was approached as a system, not isolated tactics
- AI and automation enhanced human performance instead of replacing it
- Marketing, sales, and operations were aligned under one RevOps model
- Conversion optimisation ensured better ROI from existing traffic
- Execution was fast, focused, and outcome-driven

---

## Before vs After Snapshot

**Before InnoMind:** Manual processes, inconsistent lead quality, and limited scalability

**After InnoMind:** A data-driven, automated, scalable revenue engine capable of sustained growth

---

## Client-Type Fit

This **approach works** exceptionally well for:

- EdTech & training companies
- High-ticket education programs
- Career-focused institutions
- Multi-program businesses are scaling rapidly

---

## Ready to Scale Your Business the Right Way?

If you're generating revenue but feel stuck due to process, automation, or conversion inefficiencies, InnoMind Technologies helps you build **predictable, scalable growth systems**

**Book a Free Strategy Call with InnoMind Technologies**

<https://tidycal.com/businessgrowth/30-minutes-business-strategy-session-with-sayed-n>

