

Cervera
FÖRETAG



“We get in touch
with the right type
of people directly”

Henrik Örnstedt,
B2B Operations Manager at Cervera Företag

Henrik Örnstedt, B2B Operations Manager at Cervera Företag, talks about how Qualifier appeared at the exact right time, how they've helped Cervera Företag make new valuable contacts, and what the benefits are of using a product like Qualifier.

Creating sales efficiency and driving growth are some of Henrik's specialties. His background is in sales and business development, especially within digital service products and Software as a Service (SaaS). About one and a half years ago, he took his first steps into the world of Cervera. Today he's Operations Manager, and his task is to establish a new business area within the Cervera Företag brand, focusing on creating pleasant office environments for companies and providing corporate gifts in a new way.

"Cervera Företag's focus lies on creating a scalable offer for our corporate customers who requires new approaches from us to reach the right target group with the right offers," Henrik explains.

The impact was great

During the fall of 2021, Henrik got in touch with Qualifier and immediately became interested in their product. The timing was perfect, as the company was in the middle of launching a new concept and offering. Together with Qualifier, Cervera Företag set up their first email sequence where they introduced the new offer and then got started.

"I was pleasantly surprised that the response rate was so high after our first emails via Qualifier. It opened up for many interesting meetings and discussions, some leading to sales and others leading to valuable dialogues and new contacts. This is the strength of Qualifier: besides just cutting through the noise with our communication, everything is personal, and we get a really high response rate", says Henrik.

Creating even more results

Henrik says that using Qualifier has not meant that they've changed the way Cervera Företag works, but instead, using it as a tool that is added to the existing sales methods. Qualifier is used by Cervera Företag to expand the customer base and to reach new target groups.

"It's an interesting way of adding another layer to sales and the company's existing tools. You get back what you put in. We get in touch with the right type of people directly," says Henrik.

It's effective

Henrik has previously tested different services of this kind and notes that the variety of tools is wide. For Cervera Företag, Qualifier's product has been a perfect and easy way to communicate to many people through the automatic setup.

"Qualifier is a 'light version' of automated outbound sales to a specific target group that we know is our ideal customer profile. It's super strong and works well for us. I definitely see that many companies who don't want to start with, or invest in, large marketing automation tools benefit greatly from Qualifier's product," says Henrik.

The benefits of Qualifier

After selecting your specific target group, you can use Qualifier to prospect for new leads that you haven't had any previous contact with, and then automate the communication – which saves a lot of time.

"You can make the email so personal that it sounds like you've sent it, which makes a big difference and makes you stand out. Qualifier helps you to get started and to brainstorm ideas. They're incredibly good at planning the emails and knowing which words have the highest impact. The copy is written rather quickly and is tested before you start. They really pay attention to our needs, so that we send out the right message to the right target group. You set up the sequence once, and then it's an ongoing process. It's a super-effective way to communicate, and I'm pleased with the result. The ROI is high!", Henrik concludes.



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