



UNLOCK MANAGEMENT



BUSINESS CASE STUDY

Scalable Sales Operations: How Fudeat Transformed
Lead Management with Unlock Management.



Presented by:

Presented to:





List of content

This case study provides a strategic overview of our methodology and the tangible impact our operational frameworks deliver, ensuring sustainable growth and measurable success for our enterprise partners.

01 Background

02 The Challenge

03 Our Solution

04 The Implementation

05 Results/Impact

06 Summary

Background

Fudeat: Simplifying Corporate Food Management at Scale

Fudeat is a leading corporate catering and virtual canteen platform helping companies streamline their food operations at no additional cost.

Hundreds of businesses use Fudeat to enhance the employee dining experience while reducing internal administrative complexity.

Despite a strong value proposition, commercial growth had reached a ceiling.



The Challenges



Fragmented Sales Process

Leads scattered.
No CRM.
No visibility.



No Revenue Predictability

No structured pipeline.
No reliable forecasting.



100% Referral Dependency

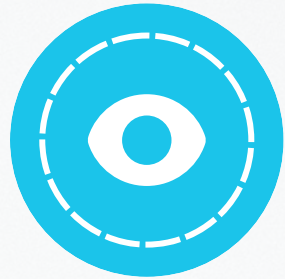
Growth relied entirely on
word-of-mouth referrals.



Untapped Market Potential

Ideal corporate clients not
proactively targeted.

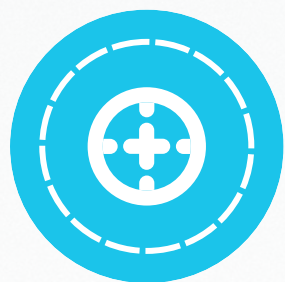
Our Solution



Sales Infrastructure

Implemented Pipedrive as the central sales system:

- Every lead had a full name
- A defined status
- A clear next action
- Complete pipeline visibility



Strategic Outbound

Designed a full-cycle outbound model targeting:

- Office Managers
- HR Directors
- CEOs (50–500 employees)

Messaging focused on eliminating operational complexity — not just selling catering.



The Implementation

We implemented a centralized CRM, designed a structured sales pipeline, and launched targeted outbound campaigns. Fully qualified leads were handed to the internal team, allowing them to focus exclusively on closing.



CRM Setup

Implemented Pipedrive as centralized sales infrastructure.



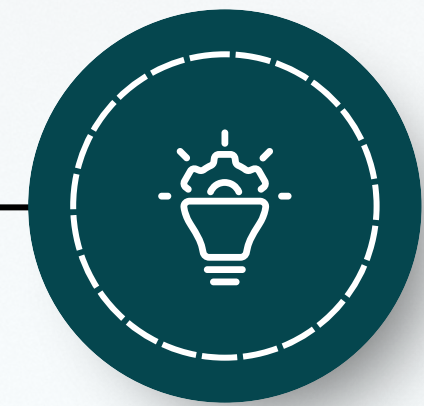
Pipeline Design

Built structured, visual, measurable sales stages.



Outbound Launch

Activated targeted full-cycle outbound campaigns.



Qualification & Handoff

Delivered sales-ready prospects to internal team.

Results/ Impacts

The outbound strategy became the main acquisition channel, generating 67% of new clients. Every euro invested returned four, with full payback in just 45 days and predictable, scalable growth.

Key Results: ➡



4:1 ROI

Every €1 invested generated €4 in return.



67% New Clients

Two-thirds of new customers came from outbound campaigns.



45-Day Payback

Investment fully recovered in under two months.



Predictable Growth

Revenue forecasting and acquisition became fully data-driven.

Partner With Us to Drive Measurable Growth

Fudeat transformed from a reactive, referral-dependent model into a structured, scalable growth engine. Sales are now predictable, opportunities never get lost, and growth is fully data-driven.

