welocalize

Welocalize translates InsideView's market intelligence into faster lead engagements and more effective conversations, no matter what language

Welocalize is a global company of over 600 people breaking new ground in translating communications. It's a business that requires deep cultural understanding to translate what's between the lines as well as what's on the page. But, as they transitioned to a new sales structure, lead and client insights were lost in translation...until they found InsideView.

RESULTS USING INSIDEVIEW

Welocalize wanted a single solution that streamlined their lead-to-revenue journey and helped them scale their business under their new sales structure. Putting valuable lead and client insights at the fingertips of both Sales and Marketing was critical. Research now begins and ends with InsideView, eliminating time wasted on manual research and speeding insights to the sales reps as they engage with leads. InsideView has given Welocalize the ability to create target company and contact lists, and then find new leads, qualify them, and quickly uncover conversation starters

> Now that we've seen the power, we couldn't live without InsideView. We used to spend endless amounts of time researching and qualifying leads. InsideView is our go-to tool for learning more about a company, their competitors, and if we have existing connections.
>
> **-Monique Nguyen**
> *Director of Business Development | Welocalize*

WELOCALIZE'S SALES CHALLENGES

- The top of their lead-to-revenue funnel--finding target companies and contacts--was choked by manual research and static lead lists.

- Without a single source of market intelligence, lead qualification was a slow, uneven, and unreliable process.

- Sales had limited lead insights, so finding engagement opportunities and understanding the lead's business was nearly impossible.

CUSTOMER SINCE 2012

LEAD INSIGHTS AT THEIR FINGERTIPS GAVE WELOCALIZE THE EDGE THEY NEEDED TO WIN

Welocalize was in the midst of a transition into a sales-focused company when they quickly saw the need for tools to help streamline their processes as they worked to scale their business. Deep insights were necessary to engage with clients and speak their language, but their manual research methods hindered sales productivity. They looked for a market intelligence provider that delivered accurate and reliable insights, but they wanted more than just data.

"We needed a credible product that was useful, intuitive, and easy," said Monique Nguyen, Welocalize's Director of Business Development. "We found that solution with InsideView for Sales."

InsideView for Sales lives within your existing CRM system, enhancing the processes that you've already created and embedding market intelligence into every step of your lead-to-revenue journey. It puts the most accurate lead data, business insights, and social connections at your fingertips, helping you find the right people and the best way to engage with them. It's how Welocalize was able to optimize their sales process and focus on closing more deals.

Sales support finds the best leads faster
In the past, Welocalize identified targets and researched leads by scouring endless sources on the web. Today, they use InsideView to inform their entire lead-to-revenue journey.

"We always start our research with InsideView," said Lauren Southers, Global Marketing and Business Support Executive at Welocalize. "We qualify companies this way, and it's great for industry research."

InsideView for Sales lets their team build lists based on the criteria that best fits with their valuable communications translation services, which is company size and geographic reach. They then use InsideView to identify individuals in roles most likely to need translation services, such as localization, marketing, procurement, and documentation. The lists are then passed to their sales teams, who start reaching out.

InsideView also helps identify the best times to engage via Alerts and Watchlists, which keep Welocalize informed of news that would signal an opportunity to reach out to leads. A target expanding operations or opening a new office in a foreign country is a perfect trigger. Before InsideView, they had no reasonable way to stay on top of those types of events.

Sales reps find the right words and the right time to use them
When business events trigger a need for translation services, InsideView's market intelligence gives Welocalize the insights to find engagement points, develop informed talking points, and turn a cold call into a clear connection. With InsideView integrated directly within the contact and account records of Welocalize's CRM system, sales reps are instantly presented with reams of industry and company information to customize their pitch.

InsideView's Competitors view has also opened new doors for Welocalize by not only providing insights into a lead's business, but also identifying additional leads to target. Yet another way InsideView lets Welocalize spend more time selling and less time looking for information.

"Information is power," added Nguyen. "Understanding a company's competitors, background, and landscape is extremely valuable in our conversations. InsideView gives us all of those insights before we ever engage with a lead."

Marktinformatie, marktforschung, inteligencia de mercado, māketto jōhō, market intelligence. It's powerful no matter what language you say it in!

Deloitte.
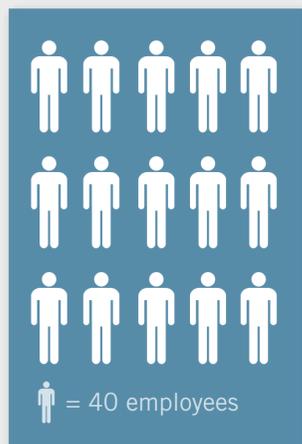Technology Fast500

Recognized as a Deloitte Technology Fast 500 award winner

13 TIMES

Loyal InsideView customer since:

2012

8 OF THE TOP 10 SOFTWARE & HARDWARE COMPANIES in the world are Welocalize customers

♦ = 40 employees

600 EMPLOYEES

Founded in

1997

13 OFFICES in UK, USA, Ireland, Italy, Germany, China and Japan
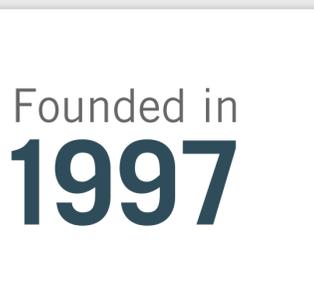
Translated billions of words into

157 different languages

Learn more about what InsideView can do for you.