Customer Success Story

BLACK & VEATCH
Black & Veatch Engineered Sales and Marketing Success on a Foundation of InsideView Intelligence

For 100 years Black & Veatch has been building a world of difference by delivering innovative infrastructure solutions in Energy, Water, Telecommunications, and Government Services. Projects in these areas are enormous in both scope and scale, leading to extensive sales cycles and complex proposals. To keep deals on track, it’s critical that teams stay informed on client and competitor movements through InsideView’s insightful market intelligence.

RESULTS USING INSIDEVIEW

With InsideView, Black & Veatch realized a rich and complex complete view of their customers, enabling them to:

• Boost cross-functional collaboration throughout the funnel.

Tim Thorpe
Director of Digital Content | Black & Veatch

With InsideView, Black & Veatch achieved:

• Increased CRM usage across the company’s entire global presence
• Higher participation rates and better results
• Improved campaign ROIs
• Greater response
• Better results

BLACK & VEATCH’S SALES AND MARKETING CHALLENGES

• Marketing data lacked richness, limiting the effectiveness of their targeted campaigns
• Needed to boost CRM usage across the company’s entire global presence

BLACK & VEATCH BUILDS REVENUE THROUGHOUT THE FUNNEL WITH ACTIONABLE MARKET INTELLIGENCE

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Black & Veatch began their relationship with InsideView in 2011, during their rollout of Microsoft Dynamics CRM. They sought ways to encourage that adoption, and InsideView’s powerful intelligence fit well with their typically complex sales cycles that often last a year or more. Deals of this nature make it critical for teams to stay informed on client and market events that could potentially impact projects.

Black & Veatch leaned on InsideView to provide sales reps with actionable insights on organizations, clients, and markets, all while reducing the burden of research.

“Integrating InsideView within our CRM was very easy for us to use, and we found our entire environment like Black & Veatch,” commented the same person who earlier analyzed for Black & Veatch. “It was installed and working within hours, and training was executed with very strategic support.”

At first glance, sales reps were skeptical that they could access InsideView market intelligence directly through their CRM company and contact records. InsideView provided additional training to educate the reps for use, to learn another tool. “InsideView gives us local sales representatives through increased efficiency and time savings,” Kathy said. “They think the product is awesome, and they’re glad to have the tool.”

With InsideView’s Success Realized For Sales, It Was Now Marketing’s Turn

After these successful wins of the sales team using InsideView, Black & Veatch saw an opportunity to bring some powerful insights for their marketing team.

InsideView’s Marketing and Communications Group to deliver comprehensive market information into Black & Veatch’s marketing automation system.

InsideView Enrich™ is used to add missing data to both incoming and existing lead data, ensuring completeness and accuracy for campaign targeting.

“Every company faces a data quality conundrum about what it needs to market,” stated Tim Thorpe, director of digital content for Black & Veatch. “InsideView Enrich™ supplements our existing data to know who has more complex records in our database. It will also help us to verify and update records so that we’re targeting the right people in marketing campaigns.”

At Black & Veatch, their annual market survey is a strategic campaign that serves as the foundation for reports and thought-leadership content across four continents as the foundation for reports and thought-leadership content across four continents as the foundation for reports and thought-leadership content across four continents as the foundation for reports and thought-leadership content across four continents.

InsideView Target™ is used to build those accurate and relevant targeted lists based on unique criteria for each market, enabling Black & Veatch to zero in on the best potential leads.

“In the past, we spent quite a bit of money buying lists for our surveys,” said Thorpe. “With those, you really don’t know what level of quality to expect. Since using InsideView Target™, we’ve increased our survey response rate by as much as 15 percent, sometimes even more. What we’ve found is that we no longer need to buy lists, so not only are we achieving a greater response, but we’re generating savings in our marketing budget.”

The solution has a wealth of valuable information for businesses in success and marketing,” Thorpe concluded. “The challenge for most companies is that they don’t have the resources to bring that information together in one place and makes it a success. InsideView brings together all the valuable sales and marketing data across the internet that Black & Veatch can remain focused on winning business throughout the funnel.”

Learn more about what InsideView can do for you.

InsideView provides the industry’s most accurate data, valuable insights, and professional connections so that marketing and sales professionals can convert more leads, increase win rates with comprehensive insights, and accelerate campaigns with more qualified, relevant lead targets.

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