

Global Facilities Services Leader

Builds 60% of Top Pipeline with Intelligent Targeting and Boosts Conversion Rates 33%

Operating in 16 core markets across the globe and serving industries ranging from manufacturing to healthcare, hotels, and more, this customer has focused on providing “a personal touch” to become one of the world’s leading facilities services companies. This organization does everything from preparing hospital meals to providing hotel concierge tourist tips, in addition to managing, securing and maintaining facilities. Today, their 45,000-strong UK & Ireland subsidiary leverages “intelligent targeting” to bring a personal touch to their prospecting that has gained them a significant competitive advantage.



RESULTS USING INSIDEVIEW

60% of top pipeline now comes from intelligent targeting and early stage engagement, enabled by InsideView

Conversion ratio jumped 33% from 1:4 to 1:3

Retention rates and customer lifetime value increased

In the highly competitive facilities services industry, where multi-year, multi-million pound contracts are the norm, the significance of a competitive advantage cannot be overstated. We found that advantage with InsideView. We’re now able to get inside our customers’ skin to understand their challenges, build better value props, and get ahead of their RFPs. The results have been brilliant.

-Head of CRM and Business Intelligence

CUSTOMER CHALLENGES

- Mitigate risk in existing accounts
- Develop a highly qualified pipeline
- Monitor accounts whose contracts were coming up for bid
- Build differentiating value propositions and winning bids

CUSTOMER CLEANS UP WITH EARLY STAGE ENGAGEMENT ENABLED BY SOCIAL SELLING

When the Head of CRM and Business Intelligence for the customer’s UK & Ireland subsidiary did a major upgrade to their CRM system, the leader also did a major upgrade on how the sales development team did their jobs. The company implemented an early engagement program using social selling fueled by InsideView.

Contracts in the facilities services field are big. They can cover everything from property management to building maintenance, security, food services, cleaning, and the list goes on. The customer puts it this way, “we take care of your staff, facilities, and services, so you can take care of business.”

It’s not hard to understand then how contracts could be worth millions and last for several years, with long sales cycles and complex RFPs. Engaging buyers early and earning their trust can shape the course of a deal and mean the difference between winning and losing...big!

The customer began looking for real-time social media information about their targets to enrich their core CRM data, information that historically is time consuming and labour intensive to gather. The leader believed that understanding their targets in a more holistic way, i.e. their markets, topics of interest, and pressure points would support better value propositions and give her reps reasons to engage early and often, to build relationships well before contracts were put out to bid.

The customer found what they were looking for with InsideView’s real-time news and social insights embedded inside their CRM, which their reps extend into the field through InsideView’s mobile app. In addition, the team takes advantage of InsideView watchlists that alert them to activity within accounts whose contracts are coming due. Combined, these capabilities enable early, informed engagement that has resulted in a 33% increase in lead conversion rates.

Facilitates Pipeline Growth through Intelligent Targeting

Complementing the early engagement program, this customer leverages InsideView’s Targeting Intelligence to drive more ideal prospects into the pipeline. They use it to define and segment their market, build focused prospects lists, and understand macro and micro environment impacts. This enables them to build highly customized campaigns that include tailored content and targeted events, all while saving hours of research time. Today, this intelligent targeting produces 60% of their top pipeline.

Secures Client Relationships through Proactive Risk Management

Just as early engagement can make the difference between winning and losing an opportunity, ongoing, proactive engagement is the key to retaining accounts. The customer’s account managers rely on InsideView watchlists, news alerts, and social insights to keep a pulse on their existing accounts, as well as competitors. They monitor for internal and external shifts that can signal opportunities or threats. By addressing these quickly and knowledgeably with world-class solutions, the customer has increased retention. At the same time, they leverage InsideView data and connections to identify upsell and cross-sell opportunities that have grown their customers’ lifetime value.

CUSTOMER SINCE 2015



500,000+
employees worldwide



One of the world’s
TOP FIVE
facilities services companies