



Case Study

TELECOMMUNICATIONS COMPANY USES FIRSTRAIN FOR MARKETING INTELLIGENCE

Company

Fortune 100
Telecommunications

Industry

Telecommunications

IgniteTech Product

FirstRain

BUSINESS CHALLENGE

This Fortune 100 company uses social enterprise software for employees to collaborate and access needed intelligence. This portal is organized into three primary sections, each requiring customized sales and market intelligence for a range of different user groups:

Customers: Featuring individual pages for each major customer account and serving mainly enterprise sales teams

Competitors: Containing pages for each significant competitor and serving both sales and marketing teams

Markets: Delivering industry and market intelligence for a general marketing, product marketing, campaign marketing and product development teams

The challenge? How to integrate fresh, relevant, high-quality analytics on every customer and competitor as well as corporate key market strategy initiatives.

SOLUTION

Targeted marketing intelligence components from IgniteTech's FirstRain were embedded into each topic page. Centrally configured by the marketing intelligence team using the FirstRain Web App, each page now gets real-time, highly relevant analytics on just the specific business lines that matter to the company allowing them to:

- Focus on more personally relevant trigger events for every account
- Track only the competing business lines of a large company
- Uncover developments at the intersection of key customer industries with their specific product lines to identify emerging sales opportunities and risks





RESULTS

FirstRain analytics enrich the company's social collaboration platform with customer and market intelligence that's highly relevant to the business of every sales and marketing professional that requires it.

Thanks to FirstRain, the company has seen:

- ✓ Increased usage on their portal pages, driving increased collaboration and more shared insights
- ✓ Better identification of emerging market and sales risks and opportunities, allowing management teams to react more quickly and maintain competitive advantage
- ✓ Expanded knowledge of critical events impacting their enterprise accounts, helping sales teams find more reasons to call and strengthening customer relationships — helping grow and renew key accounts

With IgniteTech's FirstRain solution, it's easy to deliver just-in-time analytics, designed to increase customer engagement and grow revenue.

At a glance, get the latest activity in your accounts tailored to your role

Tuned to your accounts & priorities such as:

- Product Lines
- Territories
- Competitors
- Verticals

Find out who to call and what to say

LEARN MORE

To learn more about how IgniteTech's FirstRain solution can help you stay ahead of your competitors and make better business decisions, visit ignitetechnology.com/firstrain.

"I use FirstRain to prepare for internal executive presentations to discuss new opportunities and trends in my specific business segment. Adoption is good within my team. When they need the content, they go to FirstRain and nowhere else."

Leader of the Manufacturing Business
Advisors Team