



Case Study

GE CAPITAL CLOSES MORE SALES WITH FIRSTRAIN

Company
GE Capital

Industry
Financial Services

IgniteTech Product
FirstRain

Customer Website
www.gecapital.com

BUSINESS CHALLENGE

The sales and marketing teams at GE Capital, the financial services division of GE, were struggling to connect with their customers. They found that gathering the intelligence needed to become customer experts was time-consuming. Curating personalized and expert content is necessary to stay relevant. Their teams couldn't keep up.

Even worse, user adoption of the tools the company had previously invested in was suffering because they were hard to use. GE Capital sales reps needed customer intelligence that could integrate with Salesforce. They also wanted this information available on mobile devices. That wasn't possible with the other tools they tried.

Leaders at the company had a goal to make the entire GE Capital team as productive as top performers. To accomplish this, the company began searching for a new solution. They wanted to help their sales representatives quickly increase customer knowledge.

SOLUTION

After comparing different solutions, GE Capital chose IgniteTech's FirstRain solution. It was a great fit for the company because it is easy to set up and allows sales reps to access data on mobile devices. News about the ability to access data anytime anywhere spread fast. This encouraged employees to use the software.



