SALES REP ACCOUNT INTELLIGENCE

Sales

FirstRain is a powerful customer and industry business insights SaaS solution that integrates into your CRM and is available via web and mobile app.

Customer Success

Fortune 500 company uses IgniteTech's FirstRain solution as an awareness tool for daily information about customers, partners and competitors

COMPANY
Fortune 500 Information Technology

ESTIMATED REVENUE
$79.59 billion / year

INDUSTRY
Technology – Computer Hardware & Software

IGNITETECH SOLUTION
FirstRain

DEPLOYMENT
SaaS

SUMMARY

FirstRain is used by this computing giant for awareness and as a lead-generator, allowing them to leverage information about customers to get introductions within the account. They use FirstRain's Key Developments feature to track news like mergers and acquisitions as well as government regulations. The First Reads feature is used to help prioritize the top articles for their channel while First Tweets gives them the tweets most relevant to their areas of interest. In addition, FirstRain provides a section on Business Influencers and Market Drivers that shows who the big players are and what topics are driving the most conversations.

WHY FIRSTRAIN

This powerful customer and industry research tool provides critical insights to help further conversations with existing and new points of contact.

CUSTOMER BENEFIT

FirstRain provides accurate information on new developments, allowing for informed conversations with customers and prospects and helping accelerate and open opportunities.

CUSTOMER OUTCOME

The company has used the tool to further conversations and build relationships with just-in-time information that leads to meaningful interactions.

SOLUTION BENEFITS

- Accelerate and open opportunities
- Gain awareness on daily information about customers, partners, competitors and the market
- Research companies and possible connections to products, services or partners
- Share information with teams or colleagues when important or interesting news is seen
- Make better-informed decisions

For more information,
visit ignitetech.com/firstrain

IGNITETECH