



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.



“Combine the technology with the quality of the insights, and you’ve really got a product that’s going to fit the bill and drive some ROI.”

Steve Kozek

Managing Director
Commercial Information and Analysis,
GE Capital

Soon after setting up FirstRain, GE Capital's sales excellence team developed 360° Account View to move them toward their goal. They based this concept on their most successful representatives' best practices. It features a mix of specific customer intelligence from FirstRain as well as analysis from GE Capital's industry experts and customer data.

All this information integrates into Salesforce and is available on mobile devices. Now, account intelligence is automatically displayed when sales reps conduct searches in Salesforce. This makes it easy for all sales reps to find the information they need to connect with customers.

Access to real-time analytics has changed the way reps sell GE Capital products. The intelligence that the team gets with FirstRain helps them understand customers better. Now they know exactly who they should be calling, and how they should be engaging. This helps them spend less time searching for information and sell more effectively.

Thanks to IgniteTech's FirstRain solution, users now have access to industry and account-specific news on mobile devices. This led to better relationships with their customers and increased sales. Leaders at the company say that FirstRain's features have driven ROI faster than other tools they've invested in.

BENEFITS

- ✓ Gained easy access to market intelligence
- ✓ Boosted sales team productivity
- ✓ Improved customer relationships
- ✓ Helped sales team close more deals

LEARN MORE

Let us show you how IgniteTech's FirstRain solution uses AI-powered AccountRank™ technology to help sales reps close more deals by revealing who to call and what to say. Visit ignitetechnology.com/firstrain.

