

Leveraging Introhive data and Business Intelligence to find, grow, and retain revenue

Business Intelligence (BI) is like an X-ray that provides visibility into the state of your business. By combining, analyzing, and visualizing data from multiple business systems you can validate hypotheses, identify trends, spot opportunities, and mitigate risk.

When deployed properly, a BI strategy can be one of your organization's greatest competitive advantages, allowing you to make strategic decisions with confidence. But it all begins with the most critical ingredient to a BI strategy: high-quality data.

Introhive empowers businesses with a complete historical and ongoing record of evergreen contact, relationship, and activity data. Thanks to our APIs, this rich data can also be piped into your BI tool of choice. The resulting value that can be unlocked by analyzing it is tremendous from customer acquisition to retention.

Let's walk through a few use cases.



FIND NEW REVENUE OPPORTUNITIES

Global Relationship Dashboard

Get a global view of your firm's contacts and relationships by incorporating Introhive data into your BI tool. This enables you to seamlessly navigate your company's relationship graph to pinpoint the best path to revenue opportunities through existing warm relationships.



Champion Tracking

Another common and powerful use case for Introhive data in BI tools is to facilitate “Champion Tracking”. As employees are promoted internally or depart their company to explore new opportunities, Introhive captures these changes and surfaces them throughout our application. These job title and company changes can also be piped into your BI tool. There is a tremendous amount of opportunity within this data because every time one of your existing contacts moves to another company, it represents the potential to earn their business again at their new company, in their new role. These are extremely warm leads where you’ve already established trust and they’re familiar with your products or services. With Introhive data, you can be made aware of these opportunities so you can capitalize on them before your competitors do.



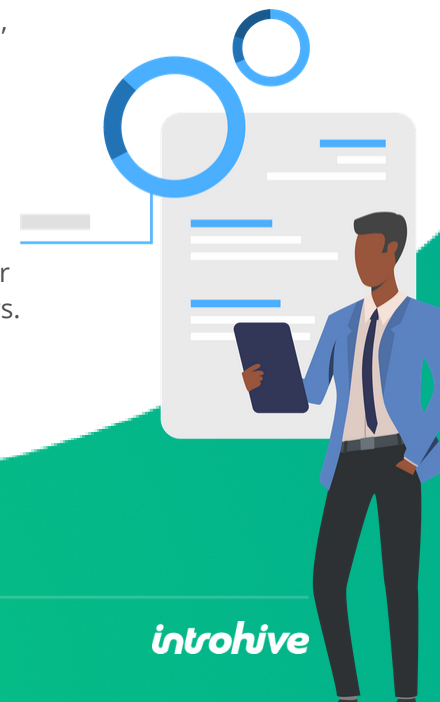
GROW EXISTING ACCOUNTS

Whitespace Analysis

By mashing up billing data, Introhive relationship data, and opportunity data, you can easily spot opportunities to expand into existing accounts by cross-selling and upselling your products or services. While studies show you’re between 5-20% likely to sell to a new prospect, in contrast, you’re between 60-70% likely to sell to an existing customer. Whitespace analysis is a great way to capture these easy wins. The addition of Introhive’s relationship data to whitespace analysis provides the golden ticket to understanding how you can leverage existing relationships to make whitespace opportunities actionable.

Customer Health Dashboard

Understanding the depth and breadth of relationships that your company has into a customer account enables you to understand the relationships and ties to a company that correlate with happy customers. For example, maybe there is a high correlation between customers who have relationships with the executive team and customer support teams to those with high satisfaction rates. Improving customer experience is paramount to growing your relationships with customers. Combining Introhive data and customer satisfaction ratings such as Net Promoter Scores enables you to spot trends and formulate strategies for how to improve both your relationship and customer satisfaction rates with your clients, so you can foster a longstanding relationship with your customers.





RETAIN TRUSTED RELATIONSHIPS AND REVENUE

Lonely Client Reports

The value of a customer relationship is so much more than the initial transaction. Once you've established a relationship with a customer they'll often buy more from you in the future, and when they're happy, that's when the referrals start rolling in! This is why retaining customers is so critical to running a successful business. To put it into perspective, just a 5% increase in customer retention can increase company revenue by 25-95%. Lonely Client Reports provide an objective understanding of the health of your relationships so you can maintain the ones that are strong, and invest further in those that may not be getting their fair share of attention.

Succession Planning Dashboards

Otherwise known as transition reports, succession planning is the practice of identifying accounts to which relationships are held by a small number of employees. This scenario is often referred to as being "single-threaded". Succession plans are a great solution for proactively identifying potential risk, where accounts have a higher likelihood of being lost should your firm experience any turnover. These reports are also useful in identifying which accounts need to be transitioned and who they should be transitioned to based on relationship strength.

These are just a few of the many use cases for how you can incorporate Introhive Data into your Business Intelligence strategy to produce actionable insights.



Interested in the insights you can unlock with Introhive data? Check out some of the data extracts available through Introhive's APIs, then imagine the possibilities of what you can do. They're endless.

Examples of the data provided by Introhive:

- ✔ *Contacts*
- ✔ *Users*
- ✔ *Companies*
- ✔ *Company industry*
- ✔ *Contact social networks*
- ✔ *Contact job title seniority*
- ✔ *All emails, meetings, activities, and participants*
- ✔ *Relationships between users and external contacts*
- ✔ *Company relationship scores*
- ✔ *Company and job title changes*

Fuel powerful insights and analytics in your preferred BI tool



Ready to level-up your Business Intelligence strategy with best-in-class data?

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