

introhive

Using Relationship Mapping to Bring Human and Digital Together



Contents

Understanding the Gap in Managing Business Relationships Today 4

- Recognize the Need for Relationship Intelligence Automation (RIA)
- Automate Mundane Tasks for Employees
- Identify Opportunities to Accelerate Growth

How Relationship Intelligence Automation Makes Tech Work for You 6

- Map Who Knows Who and How Well
- Increase Relationship Insights
- Break Down Silos, Increase Collaboration
- Maximize ROI on Technology Investments

The Business Impact of RIA 7

- Increase CRM Data Quality
- Increase Employee Productivity
- Increase Revenue, Decrease Costs



60% of companies have “unreliable” data health due to data decay¹

When it comes to managing relationships, we’d all like to think it’s as easy as installing CRM software and letting it work its magic. Unfortunately, many companies are seeing poor return on investment (ROI) and low adoption rates of their CRM systems. So what’s standing in the way? The answer lies in how your people are choosing to interact (or not) with your company’s technology stack.

CRM can’t serve its purpose without quality data. A study by Nucleus Research found that the average return on investment for CRM is \$8.71 for every dollar spent. And according to a Salesforce Research Report, CRM applications can help increase sales by up to 29%, sales productivity by up to 34%, and sales forecast accuracy by 42%.²

Those success metrics are dependent on ensuring that:

1. Employees have adopted the technology
2. They are using their CRM correctly
3. The data is continuously being updated and is of the highest quality

According to Forester research, 60% of companies have “unreliable” data health due to data decay.¹ As a result, very few companies have the information they need in CRM to accomplish those outcomes.

Here at Introhive, we’ve not only set out to bridge the data gaps within organizations — we’re on a mission to bring technology and human experience together in one place to tell a story of how relationships are being managed. We’ve made it our mission to put the “R” back in CRM. If you have been challenged with driving adoption of CRM investments, or want to better understand how to map company-wide relationships to fuel smarter decision-making, then this guide is for you.

You’ll learn how some of the largest brands in the world are augmenting their CRM with AI-powered sales intelligence to better service their customers, map new business opportunities, recognize cross-sell and upsell opportunities, and ultimately grow revenue.

Read on to discover how relationship mapping and relationship intelligence automation are transforming the way organizations are bringing together both their digital and human capital to fuel success.



"Introhive is a quick and easy way to share client insights and intelligence with extremely busy professionals and salespeople. From mapping who knows who across our firm natively in CRM, to automating mundane data entry for our professionals, Introhive has accelerated our speed to action."

Christine Robertson
Partner, Marketing & Sales Leader, PwC

Gaps In Relationship Management Today

Co-founders of Introhive, Jody Glidden and Stewart Walchli, have spent their careers seeking a smarter and more automated way to manage business relationships.

Throughout their careers, relationships have been at the core of successful business growth and acceleration. Mapping those relationships has never been easy, and even with business systems like CRM and ERP, the task of measuring relationships in technology has never been straightforward or simple.

Like most professionals today, they would turn to CRM for insights into key accounts and faster ways to engage new business opportunities. This was usually a futile exercise in mass emailing colleagues asking if anyone knew so-and-so at this account. The time investment was significant and the outcomes didn't always lead to increased business development.

Time after time, the lack of data-driven insights and actionable intelligence that lived within CRM would result in disappointing outcomes. Even today, there is no clear visibility into who owns key relationships at customer and prospect accounts, who is actively

engaged in deals across functional department, and data is disparate across different business systems. Teams need a better way to manage relationships to drive better outcomes for the business.

The bottom line: CRM is a big investment, and people simply don't take the time to use CRM properly, which hurts a business's ability to grow and maintain their competitive edge. Relationship intelligence automation is born from this frustration.



DATA

EMPLOYEES

The Need for Relationship Intelligence Automation (RIA)

According to the Harvard Business Review, acquiring a new customer is anywhere from 5 to 25 times more expensive than retaining an existing one,³ depending on the industry you're in.

To further stress the importance of maintaining customer relationships, research by Frederick Reichheld of Bain & Company (the inventor of the net promoter score) shows increasing customer retention rates by 5% increases profits by 25% to 95%.⁴

Neglected customer relationships can spell disaster for the growth of a business. Everything from customer retention to new business development can suffer if employees aren't taking the time to measure the health of their relationships.

Relationship Intelligence Automation (RIA) is an innovative new sales intelligence technology that works alongside CRM to automate mundane data entry and task management while also surfacing greater insights into the relationships that exist across your business.

Automate Mundane Tasks for Employees

Behavioral change for people is hard. Most CRM systems fail because employees fail to see the value it will bring to their day-to-day experiences. From their point of view, CRM is just another time-draining task eating away at their productivity.

Salespeople at fast-paced companies don't have the time to manually input data. Running from meeting to meeting, employees barely have a moment to process what came of the meeting, let alone enter notes into a CRM database. And, because CRM software comes with a learning curve, many are resistant to adopting the new technology — learning new software is pushed down on the priority list, and so is managing relationship data.

Manual data administration takes up valuable time and resources — and impacts your bottom line. Automated data collection and quality management result in clean and complete data, transforming your CRM system into an invaluable asset that fosters widespread adoption.

Identify Opportunities to Accelerate Growth

The little data that Introhive's co-founders had to work with didn't effectively tell them how to take action in the pursuit of new and extended business. They had no way of knowing where current client relationships stood, and no way of determining whether or not they were in good standing to present new opportunities.

Pursuing new clients is often an expensive endeavor. RIA brings about an entirely new level of revenue intelligence, enabling you to make data-driven decisions to accurately determine where to invest your efforts. Automating data management increases productivity and efficiency, allowing for accelerated business growth and maximum opportunity while making sure your current relationships are in good standing.



"Our people are naturally reluctant to log information in our CRM. Introhive has revolutionized our approach through the way it automatically harvests information into our CRM and presents it in a very usable and useful way that has helped increase adoption."

Neil Cormack
Head of Business Development & Marketing,
Lupton Fawcett LLP

How Relationship Intelligence Automation Makes Tech Work for You

Relationship Intelligence Automation is a powerful asset to complement your already complex technology stack. It's built to seamlessly integrate with CRM, BI tools, email exchange, and other business applications to drive better business outcomes.

Unlike other complex technology integrations, RIA takes only weeks to launch, and sales teams are immediately empowered with relationship mapping and enriched contact information in CRM.

The value of RIA can be seen throughout an entire organization holistically and in ways unique to each department.

Map Who-Knows-Who and How Well

Your sales and business development departments will benefit greatly from the way RIA uncovers more opportunities to cross- and upsell. RIA creates clear connections to contacts that help your sales and business development representatives avoid the "who-knows-who" game they often had to play in the past. 74% of buyers say they choose to work with sales rep who added value and insight,⁵ and, with RIA, salespeople are able to determine who is closest to your clients and rely on the trust they've already built with those customers.

With RIA, your business development representatives are able to discover more relationships at key accounts. From email exchanges to social media interactions, RIA aggregates communications between your organization and potential clients that serve as valuable resources for growing your circle of influence and accelerating business development opportunities.



Increase Relationship Insights

A recent Salesforce Research Report estimated that 91% of CRM data is incomplete and that 70% of that data decays annually. With more accurate data comes greater business insights. This is where artificial intelligence (AI) can make a big difference.

Businesses today still find themselves manually mapping relationships across key accounts. The process is expensive, time-consuming and error-prone. RIA enables business leaders to automatically sync data into systems like CRM to increase data quality.

Those data points can be used to automate the relationship mapping process to more easily discover relationships that can drive new business development, cross-sell and up-sell opportunities to key accounts. Data cannot actively drive smarter business decisions unless it is clean and up-to-date. With the help of RIA, those processes can be automated for teams.

Break Down Silos, Increase Collaboration

Silos happen. They are a natural occurrence in growing businesses. Those who can effectively bridge the data gap to keep business insights and intelligence visible to all will have the greatest competitive advantage and foster better team collaboration.



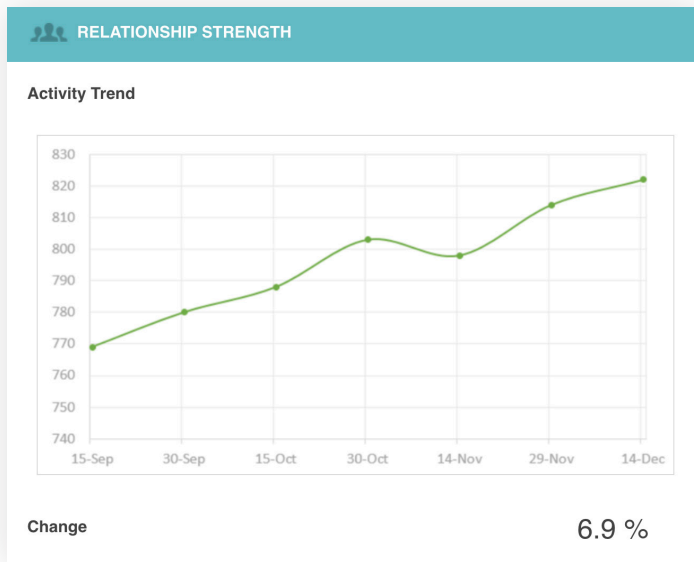
"Introhive's automation capabilities alone have saved over 78,000 hours of admin time across our 300 active advisors this year. Without Introhive, advisors would have fewer insights into client accounts and would ne required to manage more manual processes, which would be further hurting our adoption of CRM."

Neven Bradasevic
CRM Manager, Canada, Colliers International

For example, one way RIA can have a direct, positive impact on alignment is around customer retention. Since it costs a business five times more to sell to a new customer compared to keeping an existing customer, measuring satisfaction and engagement is paramount.

Being able to more effectively track customer engagement across sales, customer success, executives, accounting, marketing, and other departments is a crucial component to ensuring cross-functional teams aren't stepping on each other's toes. Creating a better-aligned team approach to managing relationship helps improve the customer experience—resulting in increased customer lifetime value for the business.

Keeping customers happy starts with making sure every touchpoint in the organization is contributing to the growth of those relationships. RIA empowers stakeholders with real-time engagement metrics and relationship trend line data natively in CRM, making satisfaction easily measurable across every account, contact, and opportunity.



Maximize ROI on Technology Investments

Ultimately, RIA helps you to get the most out of your CRM investment. CRM is only as good as the data that resides within the system. By equipping your workforce with a passive and automated way to gather business data, teams are spending less time manually entering information.

The margin of error in your database goes down, both data quality and quantity go up, and overall adoption of CRM increases.

Introhive customers report saving employees an average of 7.2 hours per week, thanks to process automation, which can be reinvested into spending more time on productive, revenue-generating activities.

The Business Impact of RIA

Introhive's AI-powered SaaS platform is designed to help organizations realize the full value of their relationships and underutilized data across their business to increase revenues, empower employee productivity, and improve customer experience management.

RIA is proven to drive the following business outcomes:

- Increase CRM data quality
- Increase data driven insights
- Increase employee productivity

Increase CRM Data Quality

Introhive's patented Cleanse™ process uses AI-powered enrichment to automate the data cleanup process in CRM to save users and administrators time while ensuring sales, business development, and marketing teams always have the most accurate and relevant data to drive business growth.



"Introhive enhances our ability to successfully manage accounts and identifies key relationships with potential new business. It does this without the user having to enter any specific information, which is the challenge with CRM in general. Put the two together and it's a powerful tool to allow us to serve our customers better and grow the business."

Stuart Cassie
Sales, Marketing & Alliance Director,
Hitachi Solutions

Unlike other data cleanup processes and solutions, Introhive populates your CRM system with accurate, usable information in real-time based on information that lives in your company's email exchange, across publicly available social media, and within web-based data sources.

RIA is transforming how sales and marketing teams go about cleaning and enriching their data, by automating processes native to their CRM systems.

Increase Data Driven Insights

According to a recent Salesforce Research Report, the average sales rep spends 9% of their time preparing and planning for meetings and another 9% of their time researching prospects. That's 18% of a sales rep's time that could be automated each week with the help of RIA.

We all know that having time to prepare for meetings isn't always a guaranteed luxury. Sometimes meetings are back to back-to-back. Introhive takes the burden off of sales professionals by automatically gathering relevant account information and pulling it together in briefing documents. With automated pre-meeting email digests, employees can gain back that lost and unproductive time researching and gathering information manually.

Before each meeting, an email is sent out to the appropriate stakeholders with all the relevant information they need to be prepared for their upcoming meeting. Data is parsed from your CRM and other business systems via API integrations and presented in a way that is easily digestible as your representatives go from meeting to meeting, empowering them to make accurate and efficient business decisions.

Introhive's Pre-Meeting Digest reports are easily customized to include data from different business systems, and also comes out-of-the-box with recent

company news, meeting attendee profiles, insights on new attendees, recent meeting notes, historical emails and appointments, CRM intelligence, relationship insights, and more. Users can choose to receive reports before meetings, in weekly summaries, or on-demand as needed.

Introhive also tracks changes in your connections automatically. As contacts move positions through their company, move companies or change their contact data, Introhive automatically notifies the appropriate members of your organization in CRM to keep stakeholders informed in real-time.

Employees can save
7.2 HOURS/WEEK
in meeting preparation



Increase Employee Productivity

According to PwC, a staggering 75% of digital transformations fail. Introhive empowers employees with user-friendly technology that makes their jobs easier without adding more work into the mix. Our hands-off data enrichment alleviates the burden of manual data entry, saving employees an average of 12+ hours per week.

Our intuitive design enables your employees to easily and effectively integrate the use of CRM data into their everyday work lives. With virtually zero learning curve, implementing Introhive results in higher CRM software adoption rates, increasing the ROI of your CRM system.

Introhive creates happier, more productive employees empowered to make data-driven decisions that increase productivity, revenue and — ultimately — success.



"Having everything in one place, allowing our lawyers to see who they know and how well they know them, as well as a summary of all of their client activity, is pretty powerful data that they weren't able to see before. Our lawyers are finding it all really exciting."

Nick Rubbo
Senior National Director, Clients & Markets,
Strategic Planning at McCarthy Tétrault LLP



"Introhive's automation tools have been successful to our CRM implementation and have significantly improved the quality of our data. Additionally, our firm has saved over 200 hours in meeting prep time and more than 500 hours of manual contact and activity creation in CRM within the first 60 days of launching Introhive."

Jason Castor
Business Development Director,
Parsons Behle & Latimer

Increase Revenue, Decrease Costs

Digital transformations can be difficult (and expensive) to navigate. With Introhive, your organization will need fewer resources for data clean-up and less administrative support, cutting a significant portion of your staffing costs.

With all of the time saved on entering data manually, employee utilization and billable work naturally increase, and your marketing database will increase by 5-10x as our intelligent relationship mapping uncovers hidden connections between customers and prospects.

CRM delivers the most value when adoption rates are high, but many organizations have difficulty getting their users to implement relationship data management into their routine. Introhive navigates the roadblocks to adoption, encouraging accountability and fostering end-user involvement while remaining hands-off. It's a true win-win for end users and your organization as a whole.

Conclusion

Introhive aligns people, processes, and automation capabilities to create a relationship management system that works for its people — not the other way around. Our human-centric approach to relationship mapping helps you to grow your market share, differentiate yourself from the market, and gives you a better understanding of how your staff are interacting with your business network — all in one place.



**Ready to get
started with Introhive?**

REQUEST A DEMO TODAY

Sources

1. <https://blog.zoominfo.com/the-effect-of-dirty-data-on-roi/>
2. <https://www.nutshell.com/blog/crm-stats/>
3. <https://www.invespro.com/blog/customer-acquisition-retention/>
4. <https://hbr.org/2014/10/the-value-of-keeping-the-right-customers>
5. <https://www.salesforce.com/blog/2016/01/conversations-advance-the-sale.html>