



Squirro through the sales process

Step	Managing leads and opportunities	Preparing calls and visits	Maintaining customer loyalty
Manual Work	<p>Search for information and signals about leads, opportunities, markets and competitors.</p> <p>Estimated time wasted to (re)find information: 30 minutes to 3 hours a day.</p>	<p>Search for relevant and current information related to any events and news in this industry or sector.</p> <p>Estimated time wasted to (re)find information: 30 minutes to 1 hours a day.</p>	<p>Check regularly for any customers and markets news and documents to stay up-to-date.</p> <p>Estimated time wasted to (re)find information: 1.5 hours a week.</p>
Squirro	<p>Squirro searches the open web, social media, business networks, specialized sources (D&B, Reuters) and more for you.</p> <p>Squirro delivers relevant information to you.</p>	<p>Squirro interacts with your calendar and sends timely emails with relevant information to prepare for your calls and meetings.</p> <p>Squirro is relevant information in real time.</p>	<p>Squirro harvests relevant content continuously to ensure you always have key information about your customers.</p> <p>Squirro is your personal research assistant.</p>
	<p>24% more qualified leads¹</p>	<p>40% increase in lead conversion²</p>	<p>83% customer renewal rate²</p>
<p>Up to 14% YoY reduction in time spent searching for relevant information¹</p>			

References:

1 Aberdeen Group: Sales intelligence: Preparing for Smarter Selling, by Peter Ostrow, February 2010

2 Aberdeen Group: Lead-to-Win 2012: Managing People, Process and Technology to Optimize the Last Mile of the Sales Cycle, by Peter Ostrow, March 2012