

The Vanella Group

CASE STUDY



“ The one application I really look forward to seeing when logging into Salesforce is Squirro. I use many applications for many aspects of my business, but Squirro is the one that delivers some of the most actionable information in my CRM. ”

Mari Anne Vanella, CEO and Founder, The Vanella Group Inc.

The Challenge

The Vanella Group Inc. delivers customized and sustainable strategic lead generation, outbound sales development, and remote relationship management solutions to their customers. They provide their customers with new revenue opportunities and a continuous stream of on-going sales activities. It is critical they are able to help their clients:

- Have highly relevant and actionable intelligence to make better informed sales calls and to have the one information nugget that will trigger the sale
- Track major changes and news in targeted companies
- Ensure information about prospects is always up-to-date

The Solution

With Squirro, Mari Anne is able to receive, directly in her CRM, real time news about her personal clients and prospects she is currently working with. She is able to decide which type of information sources she needs for each account therefore ensuring that only what is the most relevant is presented to her. Because Squirro continuously scouts these sources for Mari Anne, the information she receives is always the most current. With Squirro's fingerprint technology, the more Mari Anne uses it, the better it gets at providing her with the information she can truly use.

Squirro is also mobile and available on any platform, therefore when Mari Anne travels, she still gets her information and has at her disposition a digest of relevant news even for last minute meeting on the road.

Mari Anne is now getting a dynamic variety of real-time information, which in return has had a significant impact on her day-to-day interaction with her clients.

The Impact

“One of the things I really like about Squirro, is when I log into an account record, I can see real-time snapshots such as if they recently won an award, sponsored or spoke at an event, had a management change, or some other key news that I can quickly reference and share with my team and also reach out to my client with. The consulting division of my business is able to recommend this as one of the tools sales teams use to remotely manage their key prospects and clients.”

About The Vanella Group, Inc.

For 13 years, The Vanella Group, Inc. has been a leading provider of expert, precision, high-quality, high-touch, B2B telemarketing and telesales-based lead generation services exclusively for enterprise technology companies.

The Vanella Group's Telesales 2.0 (TM) programs deliver active opportunities. Companies gain access to real opportunities with senior executives and get critical, real-time intelligence that makes the difference in successful engagements and progressing deals.

The Vanella Group, Inc.'s telesales/lead generation services are guaranteed to help rapidly build sales pipeline and get results.



TheVanellaGroup, Inc.

Strategic Telesales 2.0™ for High Tech



About Squirro

Squirro is the personal digital research app. Broader than feeds and more specific than search, Squirro filters out the noise to give you the content that matters most.

Squirro scans thousands of sources from social media, private databases and company internal sources to find the most relevant on your topic of interest. The result is a living collection you can synthesize, analyze, and share.

Squirro is developed by passionate entrepreneurs with a simple vision: simplify the everyday need to find, remember, organize and collaborate on content intelligence. They created Squirro following Memonic, the award-winning, online note-taking app and the Swiss search engine local.ch.

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