

Telecommunications Software Company Expands to New Markets by Discovering Whitespace Opportunities

As a leading provider of cloud customer engagement solutions, this organization facilitates more than 14+ billion interactions a year across a multichannel environment. With accelerating market demand to simplify omnichannel engagement, this company was seeking a way to optimize their expansion approach.

To achieve this, they needed to broaden their understanding of their total addressable market (TAM), identify potential adjacent markets, and discover companies where they would have the most immediate impact. After reviewing several other data solution partners, they found InsideView to provide the breadth of insight needed to better understand their whitespace.

“ Access to InsideView’s breadth of companies and industry segmentation data has been game-changing. No other provider could show us the broader white space and the breadth of additional companies that would find immediate benefits of our solutions. InsideView also has a team of people we can count on, providing services on top of data, ensuring we have everything we need to be successful.”

Sr. Director, Data Driven Innovation

CUSTOMER CHALLENGES

Understanding their total addressable market

Discovering additional look-alike companies in adjacent markets

Expanding awareness in Enterprise segment

RESULTS USING INSIDEVIEW

Expanded market by adding new look-alike companies to nurture funnels based on current customer profiles

Gained enhanced understanding of whitespace opportunities in adjacent markets, with potential for market expansion

Created a data-driven innovation group within Technology Operations designed to further improve internal processes

Enhanced adoption and effectiveness of CRM by providing a more accurate, reliable source of truth



Customer identifies broader total addressable market and targets additional look-alike companies to drive revenue growth

This company was interested in accelerating their presence in the Enterprise segment. With InsideView's breadth of companies and contacts and ability to segment by industries, they've gained a better understanding of their whitespace along with a clearer view of the companies in their target markets. InsideView's AI-based data methodology also gives them the confidence that data is constantly updated, so they always have access to the most reliable company data.



Expands reach by targeting more look-alike businesses in adjacent markets

By starting with known adjacent markets such as Financial Services, Customer Care, TeleServices, and Business Process Outsourcing (BPOs), InsideView provided look-alike companies in these industries that had similar firmographic characteristics as this company's current customers. They were able to further break down sub-industry classifications under each segment — such as mid-tier banks, credit unions, and insurance providers within Financial Services. With this expanded set of new companies in new, more refined, target markets, they can continue with more focused market research and driving pin-pointed lead generation campaigns.



Creates data-driven innovation group to drive company-wide efficiencies with insights

They recently created a new, data-driven innovation group within their Technology Operations department to evaluate systems and efficiencies across the company. With InsideView's data, a team of data analysts work with all cross-functional departments to review and evaluate the data their systems are providing, and how they can leverage insights to drive greater efficiencies across the organization.

LEADING

cloud customer engagement platform provider

Manages more than
14+ billion interactions a year
across a multi-channel environment

FOUNDED IN
1999

450+ EMPLOYEES
(AND GROWING)

Headquartered in
SAN FRANCISCO, CA
with offices worldwide

The InsideView Advantage

InsideView helps businesses drive rapid revenue growth by empowering business leaders to discover new markets, target and engage the right buyers, and manage customer data quality. Our AI-based B2B data and intelligence platform delivers the industry's most relevant and reliable buyer signals and, combined with InsideView's data expertise and best-in-class customer support, is trusted by the world's best performing companies.

For more information, contact us at www.insideview.com

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