



# INTELLIGENT LEAD GENERATION



## Introducing RAGE-AI™



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### Business Problem

- Lack of visibility into new market opportunities was hurting the growth prospects of a major professional services firm.
- Without timely insights into new market opportunities, the company could not align its service offerings with potential sales lead opportunities as they developed.

### Solution

- Contextual analysis of a variety of media forms (traditional, social, trade publications, financial statements, etc.) made it possible to track signals tied to market opportunities.
- The system also automatically interprets new content to provide instant sales triggers in real-time to ensure sales teams responded quickly to new market opportunities.

### Benefits

- Almost immediately, the automated solution delivered two hundred times more relevant sales leads as compared to the previous system's manual analysis.
- Being able to quickly analyze structured and unstructured content has yielded new ideas for clients and predicting future market appetite for new solutions.
- The professional services firm can now build product offerings in anticipation of future demand to be ahead of market trends and capitalize on opportunities.