



FinListics x **teradata.**
SOLUTIONS

Supercharged CRM

How Finlistics streamlined Teradata's system for acquiring data.

THE CHALLENGE

TOO MANY PLATFORMS, NOT ENOUGH VISIBILITY

Over the past 40 years, Teradata has changed the way businesses work and people live. They evolved their solution offerings from being just a database and analytics software provider to adding consulting and cloud-based products to their repertoire.

But it took them a while to get to this point. In fact, before FinListics helped them, Teradata's Business Value Consulting team suffered from a very common ailment – too many disparate systems and not enough visibility into them to extract the data they need to drive conversations that close.



THE SOLUTION

INTEGRATING CLIENTIQ TO CRM

Part of having your sales team close more deals lies in equipping them with the information that they need where they need it. When FinListics was approached by Teradata to help them elevate their sales team performance, it was obvious that there was a gap in where important information was stored. Seeing that sales reps consistently use their CRM to engage prospective and current clients, FinListics integrated ClientIQ to Teradata's CRM. The Point? To provide Teradata's sales team with the insight needed to drive consistent, scaled messaging and content in the platform they used most – their CRM.



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THE RESULTS

ACCESSIBILITY LEADS TO INCREASED CONVERSIONS

With client insights at the tip of their fingers, Teradata's sales team has been able to spend more time selling and less time searching disparate systems for information. ClientIQ helps deliver real-time actionable insights all in on one dashboard that's also easily accessible via the sales' team CRM. Through FinListics' ClientIQ solution, Teradata's Business Value Consulting team has been able to save 1,000s of hours better used with their customers. Additionally, they are better able to gather customer-specific insights that they can quickly package into customer ready-value-based deliverables.



1,000s of hours saved
and reallocated to better serve customers