FullCircl

Keeping pace with customers - and a **98%** adoption rate

"FullCircl is different, it doesn't just present you with static data, it gives you the 'why' factor – a legitimate reason to get in touch and build credibility."

Amanda Duffield - Director of Sales & Client Management GB, WTW

WHO ARE WTW?

WTW is an Irish-domiciled global multinational risk management, insurance brokerage and advisory company. The firm has roots dating to 1828 and is the third largest insurance broker in the world.

With a strong client focus it designs and delivers solutions that manage risk, optimise benefits, cultivate talent, and expand the power of capital.

135+
Active users

98%
Active users

60%
Advanced users

360°
View of every customer

The Customer

WTW is a leading global advisory, broking and solutions company.

The Challenge

To harness deep insights in order to build credibility, understand customer needs and perspectives, engage in value added ways and exceed expectations.

The Solution

Giving staff a head start on validating prospects and identifying pipeline risks, as well as reasons to connect and opportunities to establish credibility.

The Benefits

Real-time insights provided by FullCircl help build a 360° view of every customer, whilst delivering valuable time savings and driving best-practice sales behaviours.

"Lots of tools profess to help organisations succeed in sales, or be experts in data and intelligence, such as CRM systems and their various add-ons, Google searches, LinkedIn or Factiva alerts. But FullCircl is different, it doesn't just present you with static data, it gives you the 'why' factor – a legitimate reason to get in touch and build credibility.

Amanda Duffield - Director of Sales & Client Management GB, WTW

THE WTW STORY

WTW relationship with FullCircl all started by a referral from a colleague who had used the platform in a previous role, and it couldn't have come at a better time.

WTW, like many other organisations, were relying on a central CRM platform with various add-ons, which was fine to act as a central repository of all their key contacts, but it didn't give them any guidance on what to do with that information – no legitimate reasons to connect, engage and build credibility over the customer lifecycle.

They were in neesd of a solution that would bring together both structured and unstructured data to get a holistic view of their total addressable market.

IDENTIFY THE RIGHT BUSINESS CUSTOMERS

WTW quickly embedded FullCircl within their business as a front-line sales solution. It's **135+ users** quickly found value in FullCircl's ability to not just provide customer lifecycle intelligence, but tell them why that insight matters, and what to do with it based on their individual needs.

Embedding FullCircl ensured that their customer-facing teams no longer had to spend hours of valuable time searching for information to find the right customers. It gave them a constant supply of insights they could then use to identify the areas where WTW could add the most value before engaging on the prospect's agenda, developing value-added, long-lasting relationships.

SAY THE RIGHT THING

"FullCircl works for us because we can adjust the algorithm within a simple interface that our team just gets, and we can keep on adjusting it, tailoring it to the individual needs of each user" says Amanda. *"Then it just keeps on giving, constantly refreshing what we think we know, no matter how fast things change in the market."*

Change is something WTW, like all other businesses, constantly grapple with. As Amanda explains *"Customer intelligence becomes out of date very quickly. Businesses must challenge themselves to be credible by adapting. FullCircl is an inquisitive tool and therefore it has been embedded within our business very successfully because we too are inquisitive and believe there's nothing worse than being out-of-date or factually incorrect. Unlike other solutions, FullCircl joins the dots between data and insight helping us remain relevant and credible."*

FIT FOR PURPOSE

Already reaping the rewards of advanced insight and improved credibility, WTW were keen to explore where they could take the relationship with FullCircl next.

Having done some research to identify key risk triggers across the sales cycle, they approached FullCircl to develop a concept that would build risk mapping into the sales process.

> "
>
> "FullCircl were only too willing to get involved in the initiative", says Amanda. "The team at FullCircl has a constant desire to ensure the platform and the tools they provide are fit for our needs, and they put a lot of effort into understanding how we work as a business. They took a consultative approach to understand how we could build risk mapping into the platform to add even more value for our users, and it has been very successful."
>
> **Amanda Duffield - Director of Sales & Client Management GB, WTW**

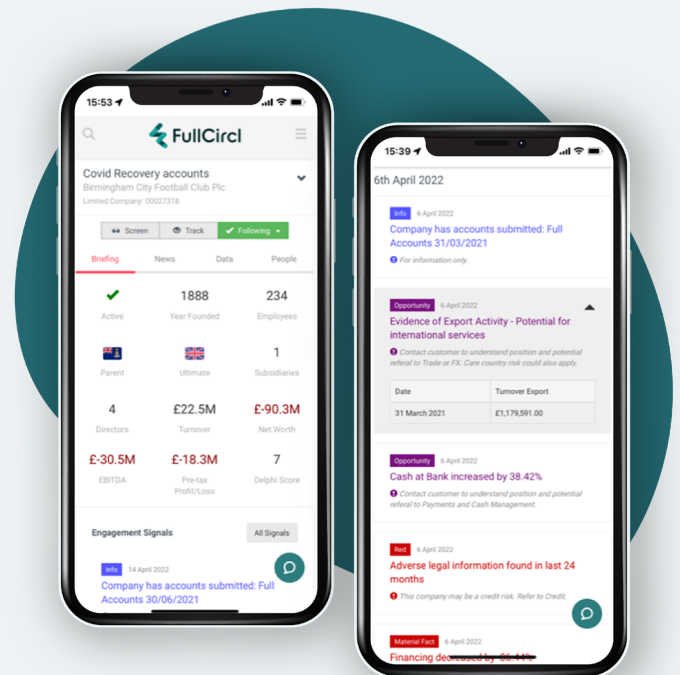**FullCircl**

REDUCE THE COST TO ACQUIRE

Amanda works hard to manage the user base, believing that it's one thing to buy a sales tool, but to deliver tangible ROI you must keep on investing in its success and maintain agility amongst your teams.

Thanks to this approach, WTW achieves an **adoption rate of 98%** within their FullCircl licences.

FullCircl management tools also help Amanda constantly challenge those that are underperforming, encouraging them to take part in training to refresh their skills and leverage FullCircl in new ways.

As a result, the WTW team display all the behaviours of high performing sellers, with **over 60% being advanced users** of the platform.

By taking the intelligence and insight WTW delivers, they are regularly sharing knowledge and expertise via contextual interactions with customers and prospects – the key ingredients in building and maintaining high performing B2B sales teams.

About FullCircl

FullCircl is a **Customer Lifecycle Intelligence (CLI) platform** that helps B2B companies in financially regulated industries do better business, faster. Its solutions allow front and middle office teams to **win the right customers, accelerate onboarding and keep them for life**. Best-in-class data enrichment provides a comprehensive customer view and a powerful, low-code rules engine reduces the regulatory burden and drives greater automation. Through its web application and API, FullCircl drastically reduces the cost to acquire and serve the right business customers.

FullCircl was formed following the merger of Artesian Solutions and DueDil**.** Backed by top tier investors including Octopus Investments, Notion Capital, Augmentum Fintech and notable angel investors, FullCircl brings together decades of combined experience serving UK financial institutions. Today, it serves more than **600 customers** and **15,000 users**.

![FullCircl logo]

letstalk@fullcircl.com
www.fullcircl.com

2 Winnersh Fields
Gazelle Close, Winnersh RG41 5QS