



Forming a modern sales strategy with **100 engaged users** actively following **7041** companies

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Darren Birtwell - Sales Enablement Manager of GBG

KNOW YOUR CUSTOMER

GBG wanted granular level insight to fuel its modern selling strategy and establish its sales and customer success professionals as thought leaders and trusted advisors – constantly engaging and sharing, forging deeper connections, adding value above and beyond expectations.

In 2019 it deployed FullCircl to over **100 users** deployed across a number of GBG Plc divisions (Datacare, E&C, IDV, Loqate, and Trace). Take-up of the platform has been impressive. Thanks to the FullCircl Academy face-to-face and online training, strong account management support, and a visionary internal sponsor, GBG quickly established a high engagement rate across its user base.



The Customer

With a rich heritage of more than 30 years, GBG proudly stands as the global technology specialist in fraud, location and identity data intelligence.



The Challenge

Moving from traditional product/service selling to customer-first selling. Establishing GBG sales and customer success pros as trusted advisors and thought leaders.



The Solution

FullCircl deployed across a number of divisions to help prospect with confidence, have meaningful conversations at a higher level, and strengthen existing relationships via thought leadership.



The Benefits

Increased credibility/thought leadership. Optimisation of LinkedIn Sales Navigator. Single source of the truth/entire ecosystem view for advanced decision making.



The buying process has changed. Knowing your customer is of paramount importance today, but so too is establishing trust, credibility and thought leadership. It's critical to always be engaging, not selling based on product or service alone, but on ability to solve problems, add value and consistently deliver an excellent customer experience. We embarked on a modern selling strategy with FullCircl because we knew that a customer-first approach would set GBG apart from our competitors.

Darren Birtwell - Sales Enablement Manager at GBG

CUSTOMER-FIRST APPROACH

GBG teams quickly adapted, embracing the insight-driven customer-first approach. Jack Smith, Senior Account Executive at Loqate GBG explains: *"We deal with enterprise-level accounts, this means they move fast and they expect their suppliers to do the same. However, staying on top of what's happening, and why they're making decisions is no easy job. Furthermore, it's increasingly tough to have the high-level conversations we desire. FullCircl provides that all-important ecosystem view – real-time customer insights, market insights, and people insights all in one place. It's been responsible for opening several new doors for me – a snippet of intelligence that gives me a reason to reach out to a senior executive, a piece of news that opens up a dialogue, the confidence to pitch an idea that solves a real problem, the ecosystem level view that helps me optimise the service I deliver – all of these things ultimately win business and build long term relationships".*

Darren agrees: *"FullCircl gives us a unique edge. We have a constant supply of insight and news to share with each other and with our customers. Before FullCircl for every 3 traditional sales conversations, we had only one 'thought leadership' led conversation, our goal is to switch this around, and with FullCircl we are well on the way to achieving that objective."*

COMPLEMENTING SALES NAVIGATOR

As with many enterprise-level organisations GBG uses LinkedIn Sales Navigator, but rightly they do not see this as an either/or situation. GBG believes FullCircl optimises their use of Sales Navigator.

Its sales and customer success teams always have the intelligence they need to engage with the right business customers and keep them for life.

Darren concludes: *"Thanks to FullCircl we're moving from selling our solutions, to selling our expertise – a definite competitive differentiator."*



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**.

