

Capture Management

Case Study



RELI Group Brings New Maturity, Visibility, and Intelligence to Capture Processes with Help from TechnoMile

Improved Visibility & Collaboration

Since implementing Growth, RELI has maintained a strong focus on enablement of its Growth user community. Leena Rhodes, a Market Research Analyst at RELI Group, is one of the company's power users and serves as the Growth system admin. She hosts weekly sessions to provide ongoing enablement and help continue driving adoption. Says Rhodes, "Our users are really loving the data visibility - the ease of seeing their whole sector's opportunities aggregated in one place, plus the ability to see what other sectors have in their pipelines. It's helping us collaborate more across opportunities. Users also like the convenience of the GovWin IQ Connector, which lets them see their opportunity updates right within Growth." The ability to tailor Growth to the company's unique needs is another win cited by Rhodes. "I've been impressed with how much customization we can do on our own. We've changed around fields and mapped them to match different capture artifacts we had. It's all very intuitive and TechnoMile's Support team has been very helpful in enabling me to do this type of customization."



Unexpected Intelligence

For RELI, an unexpected benefit of the TechnoMile Growth solution has been their team's ability to leverage Competitive Insights, which is the federal market and contact intelligence platform that's embedded within Growth. Says Crochunis, "RELI is to a point in our growth and maturity where focus is at the account level, so we have agency account planning that's being done by various account leaders. The way the data's consolidated in Competitive Insights, the graphical dashboards, plus having contact details for people at agencies - if you're doing agency-specific analysis, it's a lot of very accessible data all in one place. So, it's a great resource to help ensure we're staying smart with our current or potential clients." The RELI team is also using the tool to inform their competitive analysis. "Competitive Insights gives you great information about who's in the space, what they're doing, and how much they're winning, so you get a good view of who you're going up against."

