

Client Success: Australian Payments Services Provider



Client Background

The client is one of the largest independent ATM operators in the Australian market, offering a wide range of payments services such as POS terminals, card & payments processing, cheque processing and mobile payments.

Solution Delivered

By using 2Telligence's Online Competitive Intelligence (CI) Tracker, the client has realised immediate tangible and intangible benefits. To keep information on key market topics, competitors and customers insightful and relevant, the we created one parent group with four different user groups. This to support the client's specific competitive intelligence needs for the national Retail Sales, Corporate Sales, Product and Strategy & Transformation team.

Our DNA

2Telligence allows any company to overcome the current 'infobesity' and access the industry insights required to safeguard and grow businesses more successfully.

Client Success

By using CI Tracker, the client was able to cancel all its user subscriptions to Banking Day (A\$900 per user, per annum). The Retail Sales team now receives early warnings on a 'change of ownership' of hospitality and retail venues, which allows them to win deals and ensures a smooth transition of services (ATM device and POS terminal) to a new owner. The Corporate Sales and Product teams now have the latest industry news and are able to share latest insights with clients to improve relationships.

Using the parent group setup, the client's Strategy & Transformation team is now able to monitor, track and report on all relevant market threats and opportunities captured by the different teams. But more importantly, the team now has more time to prioritise and actually act on key changes to their competitive landscape.

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