



Success Stories
Intelligent
Prospecting

Spruce Mobile LTD

Success Fee Productivity Agency

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www.spruce-mobile.com



Generative AI, powered by a search engine, **turbocharged business** analysts in their search for potential prospects. How?

We've built a robust business intelligence system. As a result, bespoke documents were sent to prospects to follow up on conversations.

*The outcome? **Clients were amazed** by how well-prepared the sellers were and no longer considered their competitors.*



Business intelligence provides insights on how to approach prospects.

Basic Information

Company Name: BDO

Industry: Audit Services

Specialization: Auditing Firm

Business Activities: Financial and Accounting Audit

Distinguishing Features: High service quality, experience, professionalism

Potential Clients: Publicly listed companies, public trust institutions

Business Model: B2B

Customer Demographics: N/A

Service Provider: Yes

Digital Products and Services: No

Certifications: International Association of Accountants;
Financial Audit Compliance with International Standards

Awards and Recognitions: Top ranking in audit firm rankings

Economic Aspects

- No industrial production activities
- No use of heavy machinery (e.g., excavators, cranes)
- Warehouse space is not part of operations
- Operational area size ranges between 5,000 and 20,000 m² and does not significantly impact the ecosystem
- Not involved in the agricultural or farming industry

Challenges in the supply chain:

Generative AI builds a **deeper understanding of clients** and prospects from multiple angles that humans might overlook.

This leads to better insights and potential opportunities to personalize offers and communications.



Tailor made manuals to build trust



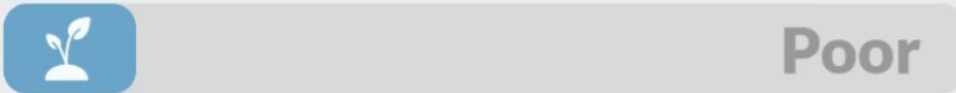
Generated by AI and curated by humans ESG guide was a comprehensive manual for the process of complying with EU regulations around sustainable growth.

Intelligent online surveys, providing instant feedback

Prepared for ESG?

Here is how you score in each category
based on information you provided

Environment



Social



Governance



Intelligent surveys designed to adapt to user feedback created a process that provides instant answers. Our survey became a tool for **building trust and generating leads.**



"significant_changes":

"Shift from mobile app development to web development",
"Increased emphasis on sales and operations management",
"Introduction of branding and marketing roles",
"Greater focus on project management and quality assurance"

"interpretation":

"The company has transitioned from a more technology-focused role in the past to a broader scope that includes sales, branding, marketing, and project management in the current positions.

This suggests a strategic shift towards expanding its market presence and enhancing customer experience."

Automated business profiling software, based on search results for current and former employees.

Used for cold outreach and tracking company development.



**Contact Us
Today**

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