

# Driving business growth in financing

## RESULTS

GE's "Insight" Strategy increased financing volume by 80% and received a "Gold Standard" Award by GE Corporate Management.



\$500 average identified cost savings opportunities per month



More than 115 key data metrics displayed

## The Situation

When you're a unit of GE, the expectation is that you WILL lead the market in both sales and profits. GE Capital Transportation Finance, the provider of commercial car and truck financing and fleet management to corporate clients, had a ways to go to get there.

At the time, the organization focused exclusively on large fleets, promised competitive rates and communicated primarily through the sales force. Management wanted to gather market-based information before making any decisions about the marketing, sales, communications and service strategies that might help it move up from the #4 position in its market.

## The Insight

Our market segmentation work identified "Leaders" as the optimal target. They were relatively insensitive to price; instead, they valued customized solutions. Importantly, their Buyer Journey included extensive web searches, white papers, searches for solid references, and a close (and technology-enabled) relationship post purchase.

## The Strategy

We implemented a "Forum Rich" marketing plan to build awareness and brand equity, linked the segmentation to industry databases so that the sales force could find and pursue Leaders, and worked with GE to provide each customer with their own GE "Dashboard" for timely updates, fleet data and unique content.