

alacra PULSE

USE CASE: CHIEF PULSE

Management Consulting Firm Monitors Chief Executive Chatter for Connection Building

Snapshot

To win new engagements, client-facing management consultants must demonstrate extensive knowledge about companies, their competition, and current events.

One of the world's largest professional services firms uses Alacra Chief Pulse to keep tabs on what topics are mentioned by their c-level clients and key prospects.

By tuning in to executive remarks, they are able to fine-tune existing client relationships and develop insightful new business pitches.

Leveraging Pulse

This global firm with offices on every major continent already had in place a knowledge management portal. Chief Pulse was easily added as an API feed of executive remarks culled from a curated universe of credible news sites, trade publications, RSS feeds, and blogs.

Via Pulse, users now gain near-real time information on:

- What CEOs, CFOs, and board members are saying about strategic or financial plans
- Hot button themes and topics that are cropping up in c-suites across an industry
- Announced management changes

Hundreds of consultants can now stay in synch with their existing clients and generate new business development ideas based on the current events that are uniquely filtered for them.

On the fly, users are able to drill down into the utterances of chief executives via keyword searches. Using both simple and Boolean searches, consultants can extrapolate executives' hot topics which can be leveraged when presenting new business pitches. Sample Chief Pulse keyword searches include: sustainability, technology & innovation, corporate governance, and regulation.

With Alacra's proprietary semantic tagging, comments can also be mapped for routing via e-alert to the managing partners and supporting consultants handling a client engagement, or cultivating a relationship with a new prospect.

Visit <http://pulse.alacra.com/> to see and search the latest Chief Pulse events.

www.alacra.com

