

## CASE STUDY

# How Würth Financial Services used EasyBusiness to enhance the sales with customized target lists

### Customer's expectation:

creation of targeted prospects list for the sales team

Würth Financial Services belongs to the worldwide Würth group, acting as their financial and brokerage service arm for the Swiss territory.

Würth Financial Services management was searching for a tool to access local company data and create prospect lists for the sales team, in order to feed the business development needs.

### Solution

To fulfill Würth expectations, Kompass proposed the EasyBusiness advanced prospection platform, providing access to the Kompass premium database, with a top coverage of the local market and combining advanced search criteria to get rich company profiles.


### Why EasyBusiness

- High market data coverage
- Customized target list creation
- Rich set of 60 advanced search filters

### Results

EasyBusiness proved to be a key tool to search and identify qualified prospects, so to create customized lists based on the territory, feed the team with fresh leads and enhance the Sales capabilities.



- Industry: Financial services
- Headquarter: Switzerland
- Founded: 2002
- Number of employees: 60
- Member of Kompass B2B community: 4 years
- Other: part of international financial group 

*"Our sales organization took advantage of the high quality and permanently up-to-date database.*

*We appreciated the possibility to use a wide range of search filters in order to be efficient and save time. I would recommend EasyBusiness to any sales organization"*

**KARIM EL ANSARI**  
Sales Manager  
at Würth Financial Services



**24/7 access to data**



**+60 advanced search filters**



**Rich company profiles**