

Colliers International in Canada Generates 40% More Relationships With Introhive's Relationship Intelligence Platform

As the fastest-growing, publicly listed global real estate services company, Colliers International's operations span 69 countries and boasts a workforce of 12,000 strong. In order to provide clients with insightful ideas that accelerate sales, Colliers International looks for sophisticated and innovative technologies to manage their client relationships.

After implementing Introhive's Relationship Intelligence platform, Colliers International in Canada saw a 40% increase in client relationships generated and activities tracked, enhancing and adding to their existing client data.

40⁺	12,000	\$2.6_B	69	500
years in business	employees	in annual revenue	countries	global offices

Challenge

Even though Colliers International in Canada customized their CRM to fit their unique business needs, they still struggled with getting their salesforce to log their activities and contact details within CRM. Internal training seminars on how to track emails and meetings weren't helping solve the issue either.



"It was a constant challenge to have our users remember to track their meetings, calls, and contacts to CRM. Our users either saw it as a hassle or simply forgot to do it. Introhive's email scrub to identify relationships was really innovative. We never looked at our emails before as a source of relationship data."

NEVEN BRADASEVIC | Colliers International Canada, CRM Manager



THIS CAUSED COLLIERS INTERNATIONAL TO LOOK FOR A SOLUTION THAT WOULD:

- ✓ Improve internal efficiency
- ✓ Encourage CRM adoption
- ✓ Enrich relationship data
- ✓ Increase the number of relationships in their contact database

Solution

With efficiency, adoption, better data, and increasing contacts as top priorities, Introhive partnered with Colliers International in Canada to deploy their Relationship Intelligence Solution. Focused on increasing broker efficiency and data quality, Introhive tracked every aspect of their client relationships with zero manual data entry or management required.

In addition, Introhive helped Colliers International overcome their challenges by automatically:



Entering and
Maintaining Client
Relationship Data



Scrubbing Emails
to Identify New
Relationships



Recording Client
Appointments



Delivering
Pre-Meeting
Briefings



Scoring and
Mapping Client
Relationships

Results

In implementing Introhive, Colliers International saw an increase in the number of contacts, emails, and meetings getting added to CRM. The best part? This includes client and prospect information added from non-adopters of CRM, showing that Introhive doesn't rely on CRM usage to impact a firm's ability to increase visibility into relationships.

300%

More relationships
mapped to CRM
across the firm since
Introhive launch

145,000

Relationships
discovered via email
scraping since
Introhive launch

33,200

Email activities
tracked & synced in
CRM for brokers in
12 months time

5,300+

New contact
records created in
Dynamics that were
missing in CRM

265

Hours saved syncing
new contacts into
Dynamics CRM

311

Hours saved by
automating both
contact and email sync

Colliers International along with Introhive has eliminated the need for brokers to record new contacts and log their activities, improving their team's efficiency and relationship data. Insights from Introhive also helped the firm bring the right people to client meetings, enabling brokers to partner with others that have relationships at a target account they are pursuing.