



FedSources, the Premier Provider of U.S. Government Market Intelligence, Improves Customer Interaction with Coveo

*Reports 50% increase in site visits,
25% increase in page views, and more*



FedSources Market Intelligence Services combines human analysis with government intelligence to drive growth within client companies. The Company provides a depth and breadth of government intelligence unmatched in the industry. FedSources performs research and analysis on behalf of its clients, then delivers detailed intelligence – from agency spending priorities to targeted opportunities to specific government contacts – along with the “human touch” necessary to align that intelligence with client objectives.

FedSources – Providing the resources needed to win government business

FedSources is an essential partner for companies looking to win government contracts. FedSources gives customers a distinct competitive advantage through its unique customer service model coupled with its comprehensive on-line research engine and unlimited research. Clients gain insight on what the government is buying, why they are buying it, where the funding is coming from and other valuable information.

Coveo Customer: FedSources

Industry: Services – Business and Government

Business Goals:

- ▶ Enhance the customer experience by providing quick and easy access to knowledge and information contained within its FedSources IntelliSearch™ Business Intelligence Portal
- ▶ Increase customer visits to and time spent on the Portal
- ▶ Increase customer satisfaction by enabling self-service

Coveo Solution: Coveo Enterprise Search

Why Coveo:

- ▶ Swift implementation of a Proof of Concept on FedSources' live data
- ▶ Highly configurable solution
- ▶ Excellence in customer support witnessed during the Proof of Concept

Results:

- ▶ Monthly visits to the site increased 50% (Aug '09 – Mar '10)
- ▶ Average time spent per visit increased 17%
- ▶ Average number of pages viewed per visit increased 25%

Coveo Customer Success Story

Making accurate and actionable information easier to locate

FedSources IntelliSearch™, their on-line research engine, contains comprehensive data and information, including: federal opportunities, state opportunities, contracts, a task order analysis tool, agency profiles, state profiles, company profiles, people, documents, and advanced research. This enables FedSources' clients to perform competitive and partnering analyses, build strategic and tactical business development plans and make informed business decisions about how to efficiently and effectively deploy business development and marketing resources.

As FedSources continued to expand FedSources IntelliSearch™ to include additional and different types of information, clients needed extra assistance in locating what they were searching for. This resulted in frequent calls to its client support team. With superior client service a point of pride for FedSources, the team realized they needed to provide clients with enhanced self-service capabilities to more quickly and easily connect them to the knowledge and information they needed to be successful. By adding strong search capabilities to its client-facing site, users would be able to locate the information they need quickly, without any assistance, thereby increasing client satisfaction and retention.

“We were very impressed with Coveo’s technology and Proof of Concept,” said Joe Caggiano, COO, FedSources. “Seeing how Coveo would benefit our organization, using our own data, was extremely powerful. On top of that, our team is impressed with the support. Coveo has continued to provide great service throughout our relationship.”

Joe Caggiano
COO, FedSources

Why Coveo?

FedSources reviewed several vendors, but what set Coveo apart from the competition was the free Proof of Concept (POC) that was implemented to enable FedSources to try the solution, on its own data, before making a purchase. The POC was configured to meet FedSources' needs, giving them a personalized look and feel of the user experience on the web.

The risk-free trial was fully supported by Coveo's professional services team to ensure success from the onset of the project. In the end, the POC, ease of doing business and support excellence proved to be determining factors.

Ultimately, FedSources chose Coveo to provide a comprehensive and unified view of the information its clients needed, in a shorter timeframe. Coveo currently indexes all of the information contained in FedSources IntelliSearch™ and makes it easier for FedSources clients to locate the information they need within seconds.

Measuring the Impact

Since its Coveo implementation, FedSources has enjoyed significant results including increased usage and visits to FedSources IntelliSearch™.

Following the implementation of Coveo Enterprise Search, FedSources reported a 50 percent increase in monthly visits to its FedSources IntelliSearch™. In addition, FedSources reported a 17 percent increase in the average time spent on FedSources IntelliSearch™ and a 25 percent increase in the average number of pages viewed per visitor. These numbers translate to increases in client satisfaction, and an increase in the level of service delivered to its customers.



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