



# Lord Abbett gains a major sales edge with Infor Sales Intelligence for CRM

## About the company

Lord, Abbett & Co. LLC (Lord Abbett) is an independent, privately held investment management company headquartered in Jersey City, New Jersey. Since 1929, the firm has provided a variety of fixed-income and equity strategies to individual and institutional investors. Lord Abbett is dedicated to delivering superior, long-term investment performance, the highest level of investment expertise, and a client experience that exceeds expectations. To learn more, visit [www.lordabbett.com](http://www.lordabbett.com)

## Facts at-a-glance



COMPANY

Lord, Abbett & Co. LLC



HEADQUARTERS

Jersey City, New Jersey



OPERATING REVENUE

Infor® Sales Intelligence for CRM, powered by Infor Dynamic Science Labs™



INDUSTRY

Investment management



EMPLOYEES

805



WEB SITE

[www.lordabbett.com](http://www.lordabbett.com)

## Business goals

- Expand opportunities for all employees to use client data.
- Make it easier to analyze client data and take action.
- Improve the client experience.

“Infor actually wanted to hear our story—and when I got up off the floor—they came down to our office and listened for hours. They worked with us before we ever had a conversation about contracts and pricing.”

Mario Barbato, Director of Client Information Services, Lord, Abbett & Co. LLC



# Knowing what a client needs before they do

## Giving the sales team a competitive edge

Based on an analysis of Lord Abbett's own customer data—as well as an aggregation of industry information, outside trends, and market changes—Infor Sales Intelligence for CRM was developed to give Lord Abbett's sales force a competitive edge. The system allows Lord Abbett's sales team to know what similar clients are buying now, much like Amazon® does with consumer products at the bottom of its web pages. The system also identifies patterns—where one product may lead to another. As a result, the sales force now has a better idea of what a client is likely to buy next.

With these cutting-edge data science techniques, Infor Sales Intelligence for CRM helped Lord Abbett unlock the potential of its data to improve its customer relationships. By connecting with Lord Abbett's customer relationship management (CRM) platform, Infor Sales Intelligence for CRM helped define customer lead scores. In addition, Infor Sales Intelligence for CRM helped the firm use the data it already had to predict the next likely purchase recommendations at an individual customer level.

## Generating more callbacks

Thanks Infor Sales Intelligence for CRM, Lord Abbett's sales professionals know—before they pick up the phone—what a client is likely looking for and how to use the call to build a deeper relationship. Equally important, the system helps the sales force to create effective follow-up emails and voice messages, ultimately generating more callbacks. While it's still too early to share quantifiable results, Lord Abbett is pleased with the progress to date. In addition, Lord Abbett's sales force believes the new system is a substantial improvement and has been deployed across the entire organization.

## Business outcomes



Presented a wealth of client data in an easily readable format.



Deepened the sales force's knowledge of client needs and behavior.



Experienced a substantial improvement in achieving sales force goals.

