

CASE STUDY: BLACK BOX INTELLIGENCE™



Black Box Intelligence™ sizes the market, scales industry expertise, and uncovers revenue potential with Restaurantology's integrated **market intelligence** tools.

Black Box Intelligence™ ramps up revenue teams—invests in data.



Black Box
Intelligence



OBJECTIVES

Black Box Intelligence (BBI) set out to scale selling efforts across both established and emerging multi-unit restaurant chains, but lacked the market intelligence to operationalize their systems and teams. What they needed was a dynamic tool that could help assess their Serviceable Obtainable Market (SOM), deliver strategic territory plans, and enable their selling teams with the intelligence and insights to fuel consistent and productive prospecting.



SOLUTIONS

Restaurantology integrated multi-unit restaurant location data into BBI's Salesforce CRM instance giving them a more complete and organized view of their SOM. From there, territory plans, coverage maps, and chase lists were built and assigned to selling teams. Reps were also trained to use Restaurantology's Chrome Extension to research industry trends, monitor territory changes, and qualify opportunities with confidence.



BENEFITS

Data Activation

Heightened CRM data integrity, proactive approach to tracking the industry in its entirety, predictable monthly updates.

Speed-to-Market

Fast-track approach to ramping new reps, creating territories and coverage maps, and identifying key partners/competitors.

Vision & Growth

Salesforce and data strategy maturity, deeper understanding and awareness of the industry, customized dashboards and reports.

AT A GLANCE

Challenges

- CRM did not reflect the industry
- No data governance strategy
- Incomplete view of TAM, SAM, and SOM
- Unclear market segmentation
- Arduous data entry processes

Results

- Integrated industry trends
- Improved internal operations
- Better-informed decision making
- Uncovered additional revenue potential
- Use people where they're needed most



“Restaurantology is the most reliable and extensive restaurant market intelligence platform out there. It is an essential tool in our sales and customer success technology stack—enabling our revenue teams with powerful insights they can act on to prospect with more purpose than ever before.”


Mary Hamill

Chief Revenue Officer
Black Box Intelligence



RESTAURANTOLGY

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Drive Revenue & Growth

“Restaurantology’s account data gives me a better understanding of my territory, industry trends, and overall market insights.”

The ability to search, segment, and target by unit size or tech stack details helps me focus on open opportunities and cuts the time it takes to qualify by more than half.”



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Amanda Richards
Customer Success Manager
Black Box Intelligence

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“Before Restaurantology, our Salesforce instance and data strategy were preventing growth.”



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Dominique Hever
Sales Operations Manager
Black Box Intelligence

Operationalize and Improve Systems and Teams

“Restaurantology’s market intelligence leveled up our CRM overnight. Before Restaurantology, our Salesforce instance and data strategy were preventing growth. Our teams spent too much time on account research and manual data entry. Now, with the monthly integration, our Salesforce provides verified account insights at the speed of our operation’s needs. We’ve practically eliminated manual data entry, and I’m able to focus on more strategic projects.”

+11k

New multi-unit Account records created in SFDC during implementation

6k

Existing SFDC Leads enriched w/ firmographic and technographic insights

50%

Reduction in time spent qualifying multi-unit restaurant brands