avtex

BidWin

Streamline the Government Sales Cycle with BidWin

BidWin Makes It Simple to Effectively Track and Engage Prospective Buyers

Government contractors face unique challenges when managing sales opportunities and relationships with public entities. To address these challenges, it is crucial that all representatives have efficient access to information, support and resources throughout the business development process.

BidWin from Avtex offers all of that, and more.

Built on Microsoft's Government Cloud platform, BidWin offers a number of tools for tracking and engaging prospective buyers, including:

Pre-sales Relationship Tracking
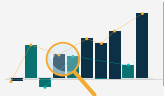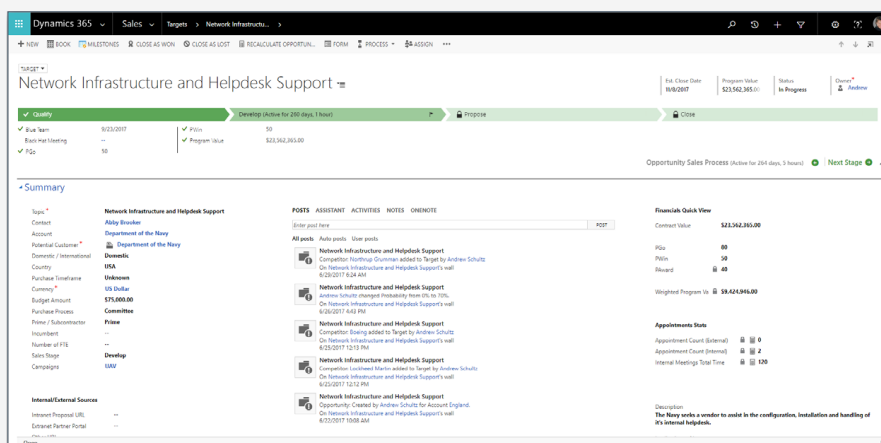
Coordinated Marketing and Capture Activity

Bid Spending and Risk Analysis

Win/Loss Analysis

Organization Wide Pipeline Management

Enhanced data capture, organization and utilization to increase win rates

Interactive Dashboards
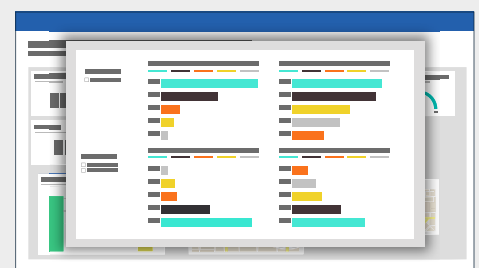
Real-time view of the organization

Actionable Data at Every Level

Oppurtunity Insight, Anywhere, Anytime
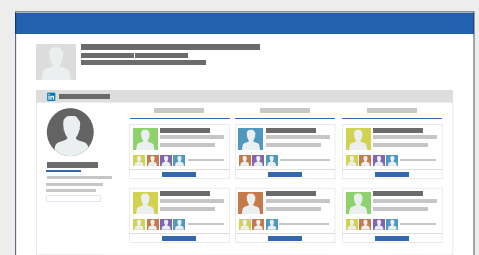

Integrated Market Intelligence

Drive win rates with more intelligent business development

BidWin addresses a number of common pain points facing government contractors by offering:

Automated tracking

Manual tracking of engagements takes time and effort. BidWin's unified platform contains collaboration, communication and research capability to automate the engagement tracking process.
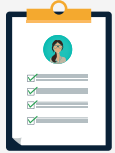
Intelligent resource assignment

Quickly identifying support resource personnel is crucial to timely delivery of bids, proposals and follow up. BidWin provides users with detailed information regarding support resource personnel, which can be filtered by experience, expertise and other key factors. Intelligent resource assignment offers efficient access to resources and balances workflow across the organization.

Mobile access

Real-time access to information is key to effective engagements, especially when users are in the field. BidWin offers real-time mobile access to tracking, resource assignment and intelligence. With BidWin, users have the tools they need, wherever the business development process takes them.

Robust search functionality

Many legacy engagement tracking solutions lack the search functionality needed to quickly and accurately locate records, performance reports and proposal artifacts. BidWin's robust search functions enable users to find and utilize the data and resources needed to maximize relationships and sales engagements.

Deeper data

Understanding the stakeholders involved in a sales engagement is crucial to success. BidWin provides a clear hierarchy of the stakeholders in each account via a rich, dynamic dashboard, augmented by external social and news feeds to get the most up to date intel. Users can quickly view owned opportunities and capture information on stakeholders for initial engagement and follow up.

Cross-platform integrations

Manually moving data from one platform or source to another is time consuming and inaccurate. BidWin integrates with a wide range of platforms, including CRM and social media, to source data on stakeholders, relationships and the market in general.

About Avtex

Avtex is a full-service Customer Experience consultancy focused on helping organizations build trust with their customers. We guide organizations through the process of creating or improving CX strategies, platforms and policies. Avtex offers a wide range of services to support CX, including CX Consulting, Technology Optimization, Technology Innovation and Systems Management.

Driven by technology know-how and passionate about customer experience, Avtex is uniquely qualified to help you deliver exceptional experiences to your customers.

Avtex 360 is our strategic methodology designed to help you eliminate poor customer experiences. From initial strategic planning through management of technology, our end-to-end approach ensures support for every area of your CX efforts and every step in the customer journey.

Strategy- Avtex offers comprehensive CX consulting services including customer journey mapping, technology review and process planning to help you create a strategy for successful interactions.

Implementation- From planning to cross-platform integrations, Avtex guides your business through the implementation process to optimize your CX ecosystem for today and into the future.

Innovation- Through creative utilization of your current technology, exploration of new platforms or development of a custom application, Avtex helps you keep pace with ever-evolving customer expectations.

Management- Avtex offers full-service application, license, hosting and platform management services to keep your ecosystem performing at optimal levels.