

How is TrueChoice's Predictive Selling different from conventional 'Guided Selling' tools?

Guided Selling

- Static, hierarchical model based on simple heuristic questions
- Follows inflexible set of business rules
- Allocates customers in segments that are matched with standard recommendations (limited options)

- Aggregate / segment level tool
- Choice / Recommendation record only
- No differentiation between customers
- No validation of leads of data quality
- No analytics beyond usage

- Recommendation only; often combined with search engine
- No targeted messaging
- Often disconnect between heuristic questions and recommendation
- Product-focused
- 2-10 questions, no decision support process
- Viewed a selection / search tool
- Often viewed as biased

- Limited performance measurement and tracking
- Online only, product-focus
- Geared towards simple choices in consumer markets

Backend / process

Data & analytics

Customer experience

Usage

Predictive Selling

- Powered by real-time preference measurement
- 460 patented algorithms
- Highly flexible, unlimited options and changes possible
- Optimal value for each customer (unlimited permutations)

- Individual level preference data
- Decision drivers, willingness-to-pay
- Rich contextual information for sales
- Real-time analytics and customer insights (120 metrics)
- Patented validation of data
- Highly predictive of individual choices

- Value exchange - each user receives individual preference profile
- Personalized recommendation (multiple options) & rationale
- Customized, targeted messaging
- 3-5 minutes, fully self-adaptive
- Learn-compare-decide process educates , generates value
- Viewed as unbiased 'trusted' advisor

- High completion rates (90%+)
- Significant increase in conversion rates & revenue per customer
- Multi-channel (online, kiosk, in-person, call center)
- Solution-focus