Predictive Selling℠ – Case Summary

E-commerce sales application for computer hardware manufacturer

◆TrueChoice

Solution objective

- Generate incremental sales via customized TrueChoice Predictive Selling℠ e-commerce application

Target audience

- Consumer buyers of computer solutions (hardware, software and accessories)

Deployment strategy

- Language-specific URLs / Web applications
- Respondent traffic solicited on client's website

Analytics

- Customer analytics included: preference analytics, offer optimization, bundling, pricing, segmentation, trend analysis, etc.
- "Real time" analytics access – simultaneous with commencement of data collection
- Analytics dashboard segmented by country, customer segment as well as global roll-up

Results / impact

- 1 month payback for client, driven by incremental sales attributed to application
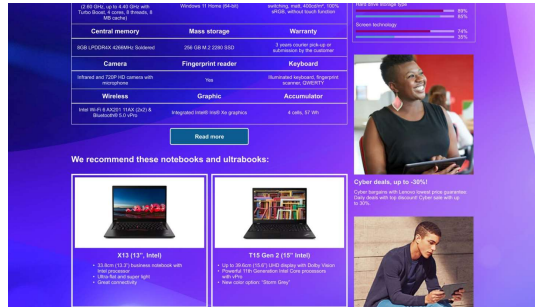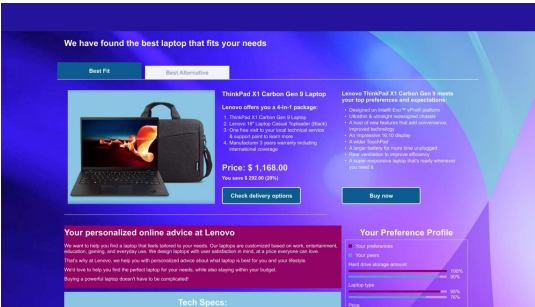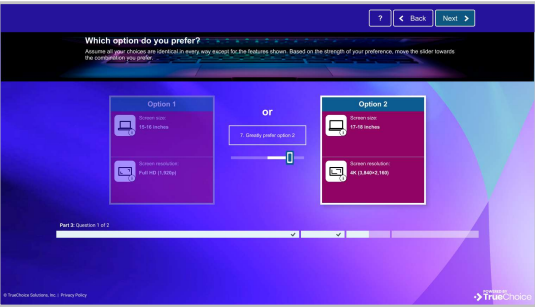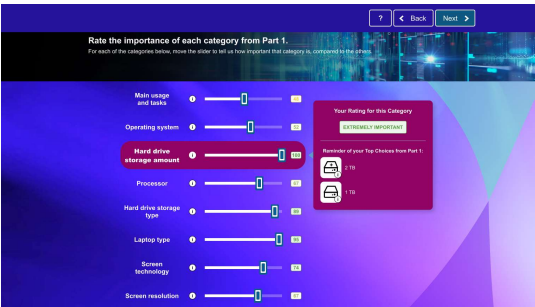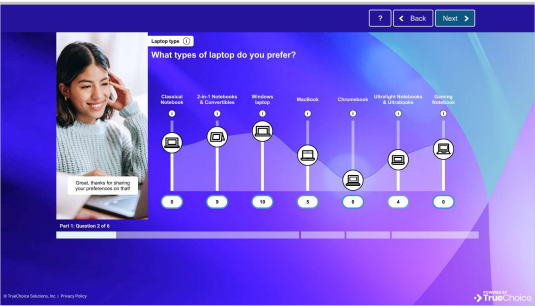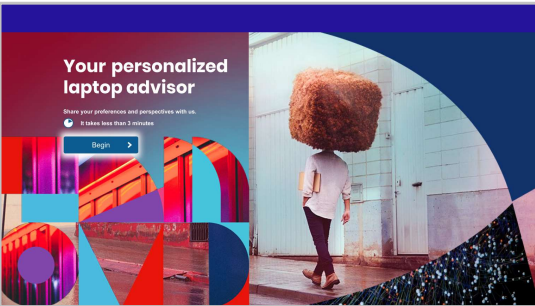
Illustrative screen shots

TrueChoice Predictive Selling[SM]

Real-time customer insights with instant sales impact

TrueChoice

What is TrueChoice?

- ✓ Customized Software-as-a-Service that enables 'Predictive Selling'
- ✓ Best practice technology measures 'how' individual customers make decisions, understand needs and buyer values, willingness-to-pay and purchase drivers.
- ✓ Powerful analytics and decision support in real-time.
- ✓ Everybody wins: Customer, Sales and Company.
- ✓ De-risks decisions through reliable. actionable insights for account management, sales optimization, solution selling, product strategy and pricing.
- ✓ Based on 460+ patented algorithms, fully customized

Track-record: Measurable ROI

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Increase in revenue per customer	+ 27.3%
Increased conversion rate	+ 104.5%
Revenue from existing accounts	+ 18.2%
Decrease in selling expenses	- 21.8%
Cost savings from research	3 to 5x
Cost per lead	- 61.5%

Better customer experience

- • Easy-to-use, fast, educational, personalized
- • Email, website, mobile, sales rep, call center, etc.

Scalable sales optimization

- • Lead generation; more and higher quality leads
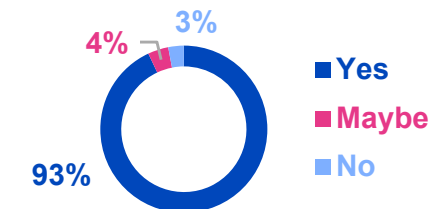- • Account optimization, lead prioritization, 1:1 insights

Actionable customer insights

- • Real-time insights via 120 metrics
- • Strategy, sales, pricing, supply chain, segmentation, etc.
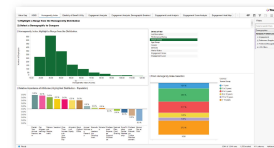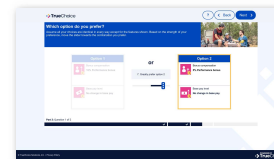
Better customer experience in B2B and B2C

"Adds real value, is educational & helps me make better decisions."

3%
4%
93%

- ■ Yes
- ■ Maybe
- ■ No

- • 87-93% completion rate (without incentive)
- • Personalized experience, optimized individual content and recommendations, "at my pace"
- • 89% feel that tool builds "trusted advisor" relationship