



Enabling Sales Buddy with Customer Intelligence Capabilities

CLIENT

A leading global technology manufacturer

INDUSTRY

Technology



BUSINESS IMPACT

- Improvement in **Lead conversion**
- Improvement in **Average Deal Closure time**
- Improvement in **Average Purchase Value** and **share of wallet**

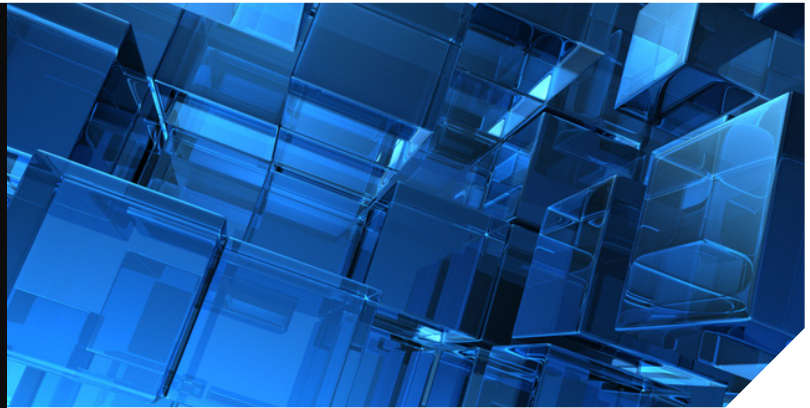


BUSINESS REQUIREMENT

The client wanted to **empower the Sales representatives** with insights on customer and marketing functions at their fingertips, thereby enabling faster decision-making and better customer relationship management.

They wanted to foster a healthy customer relationship management system and expedite the decision-making process.

C5i'S SOLUTION APPROACH



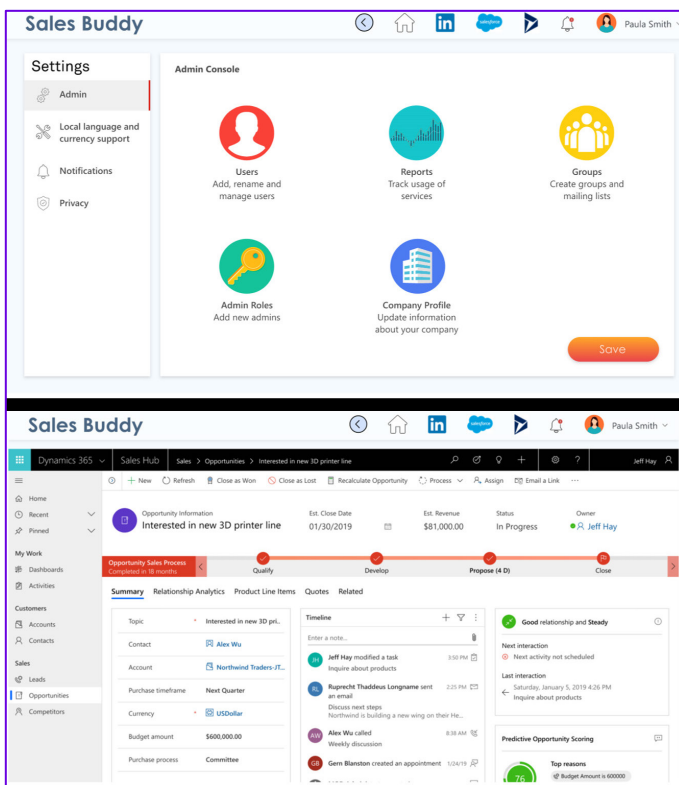
C5i proposed to the following scale-up approach:

- **Queue-based prioritization** – Identify potential leads for targeted reach-outs using propensity models.
- **Scripted selling** – Capture data on high-potential client prospects with C5i's New Prospect Identification model.
- **Product Recommendation** – Leverage C5i's recommendation algorithms to arrive at personalized offerings and the right communication channel.
- **Improve Targeting** – Estimate the potential size of wallet and current proportion to client's business to improve profitability and loyalty.
- **Enhanced Insights and Account Planning** – Retain and nurture key channel partners with the help of forecasted revenue estimates and the partner's propensity to churn. Through this approach, improve their retention rates.
- **Strategic Business Planning** – Develop a medium-to-long-term strategic plan with key insights and trends.

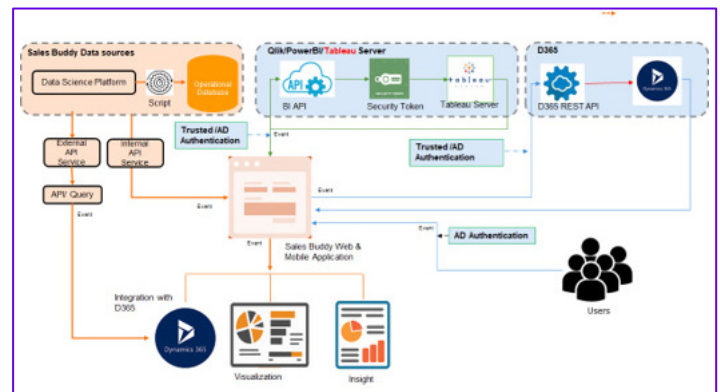
OUTCOMES

- Leveraged internal and external data sources to **mine, enrich, and analyze buyers' information to deliver insights**
- Used historical and enriched data to **predict buying behavior, cycle, and score**
- Provided **insights to Sales representatives** with a range of recommendations about buyers vis-a-vis their offerings
- Streamlined the selling process with real-time suggestions and **guided sellers on their next course of action** with timely and actionable insights

Sales Buddy UI App with Data Insights for Adoption



Architecture of Sales Buddy App with multiple system integration



1. User interface of the Sales Buddy App for Sales personnel
2. Data insights on customer and marketing strategies to enable effective decision-making

About Us

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



www.c5i.ai

