

## Case Study

### Marketing Analytics

# Enabling Sales Buddy with Customer Intelligence Capabilities

**Industry:** Technology

**Client:** A leading global technology manufacturer



## 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.



## Solution Approach

Course5 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 Course5's New Prospect Identification model.
- **Product Recommendation** – Leverage Course5'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.

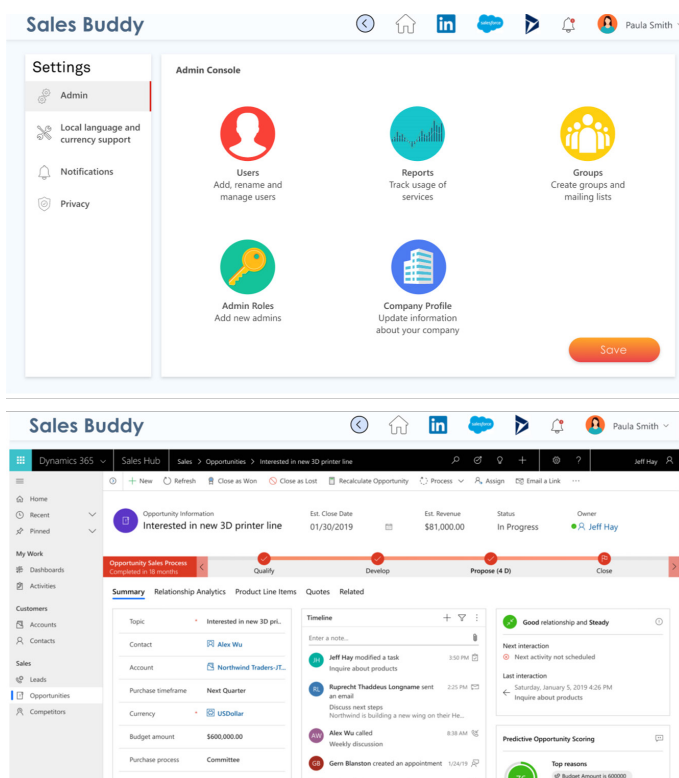


## Outcomes

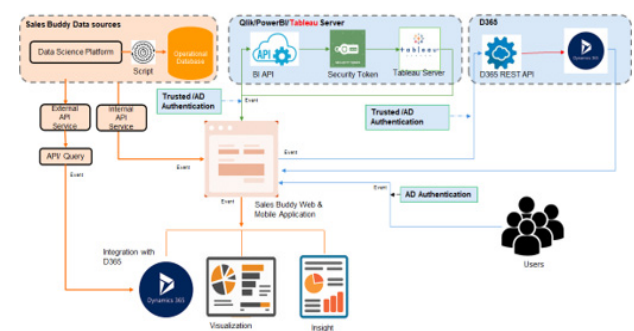
- Leveraged internal and external data sources to **mine, enrich, and analyze buyers' information to deliver insights**
- Used historical and enriched data to **predict buying behavior, cycle, and score**
- Provided **insights to Sales representatives** with a range of recommendations about buyers vis-a-vis 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

Course5 Intelligence is a pure-play data analytics and insights company with a focus on helping organizations drive digital transformation using artificial intelligence (AI), advanced analytics, and insights. We enable organizations to solve complex issues relating to their customers, markets, and competition at speed and scale through a combination of industry-specific domain expertise with AI-driven products and solutions that are Intellectual Property (IP)-led and leverage the latest technologies. We use a multi-disciplinary approach to data integration across structured and unstructured data sources to help businesses grow through informed decision-making.