Automotive client – Case Summary

Lead & sales generator for global automotive manufacturer

TrueChoice SOLUTIONS INC. ®

Solution objective

- "Find your perfect car" sales tool offering consumers highly personalized car purchase recommendations (make, model, features)
- A unique source of timely, qualified leads for the dealer network

Target audience

- Consumers in the United Kingdom and Germany

Deployment strategy

- Featured on client's homepage
- Language-specific URLs / Web applications

Analytics

- "Call to action" metrics
  - Dealer referrals, test drives, "build and price" specs
- Preference analytics, willingness to pay, price sensitivity, brand value analysis, segmentation, trend monitoring, scenario modeling, etc.

Results / impact

- "Proof of concept" – Incremental, high value lead source
- Deep insight into customer needs and buyer values yield

Illustrative screen shots

TrueChoice Predictive Selling™

Real-time customer insights with instant sales impact
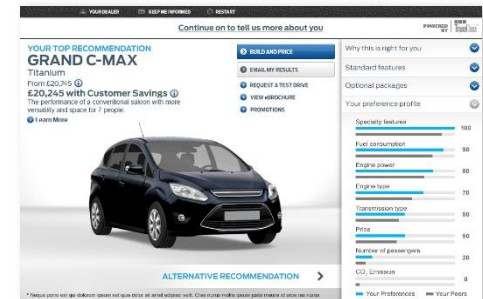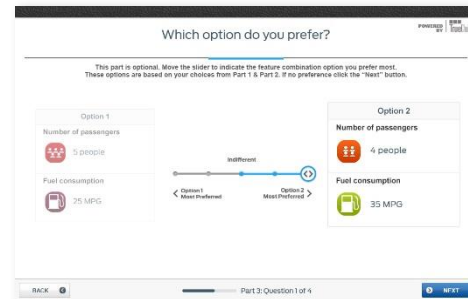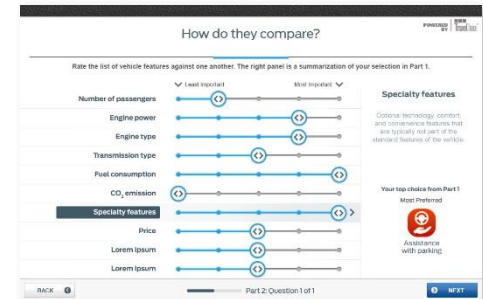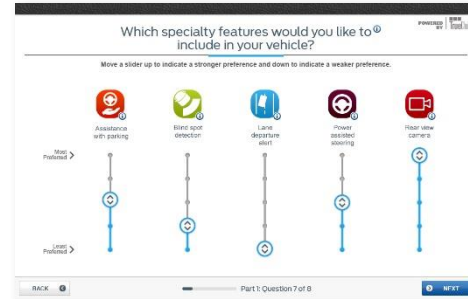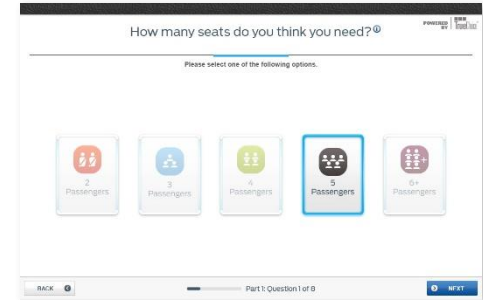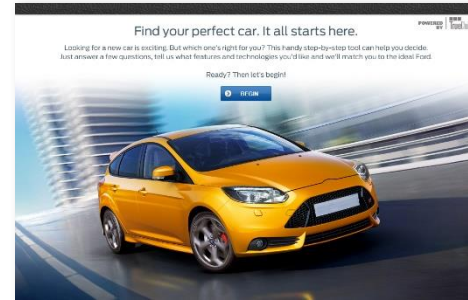
What is TrueChoice?

- ✓ 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

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
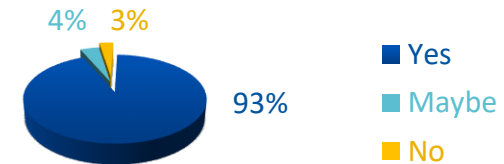- Account optimization, lead prioritization, 1:1 insights

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."

4% 3%

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