

Manufacturing client – Case Summary

Insights to help a paper mill better serve its merchant sales channel



Solution objective

- Deeper insight into merchant sales channel’s needs, priorities, service requirements & gaps
- Strengthen channel relationships, goodwill, sales

Target audience

- Paper merchants marketing client and competitive product offerings

Deployment strategy

- Accessible via URL and on client’s website
- Launch at industry tradeshow with internal promotion to client sales organization for consultative use with channel partners
- Outbound e-mails to paper merchant contact list

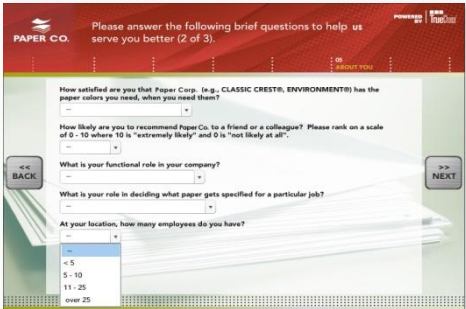
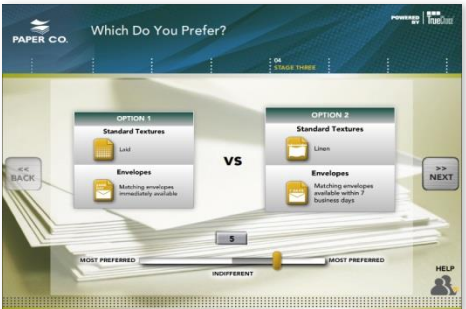
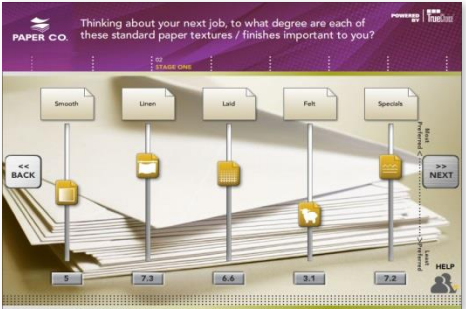
Analytics

- Merchant dashboard including: preference analytics, segmentation, satisfaction scores, competitive benchmarking, etc.
- Data summaries and merchant-specific drill-downs

Results / impact

- Identified, prioritized opportunities to differentiate, address service performance gaps

Illustrative screen shots



TrueChoice Predictive Selling

Real-time channel partner development 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.

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.

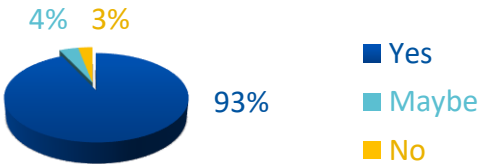


Track-record: Measurable ROI

	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 in B2B and B2C

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



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