

Predictive Selling & Value Chain Alignment

Real-time preference analytics solutions for customer insight and cost optimization




TrueChoice[®]

The Global Leader in Real-time Preference AnalyticsSM

The leading solution in real-time preference analytics

Proprietary, real-time **analytics platform** delivered as Managed Service (SaaS)

- **TrueChoice** measures in real-time **'what'** employees value, preferences, quantifies perceived value and value gaps.
- The technology is powered by over 460 patented algorithms and delivered as customized Software-as-a-Service (SaaS).
- The **TrueChoice** platform is fully customized to client requirements.
- Fully mobile/responsive solution.

- **40%+ increase in conversion rate**
- **27% higher revenue per customer**
- **35% improved retention**



 Customer

- ✓ Analytics powered, better **customer experience** for 1:1 decision support
- ✓ **Personalized** content, education & decision support
- ✓ Fast, easy-to-use, engaging, works on all devices, including mobile



 Sales

- ✓ **Rich 1:1 profiles** — integrates with CRM
- ✓ **Scalable** lead generation
- ✓ Individual data for **personalized offers**, value messaging, etc.



 Company

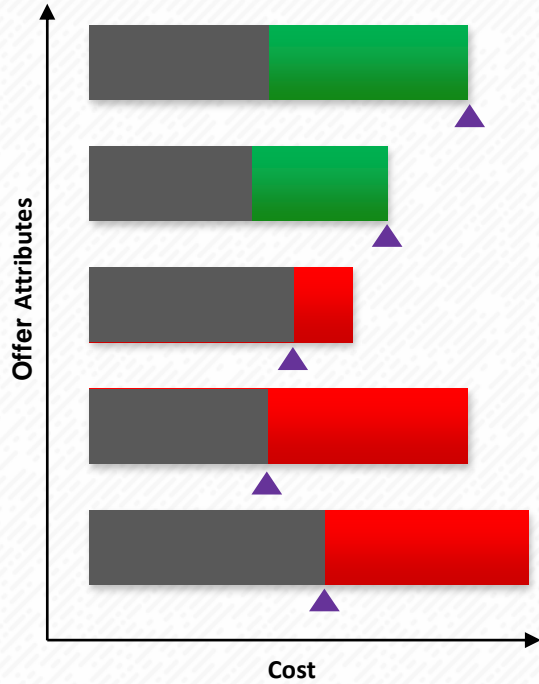
- ✓ **Continuous, real-time insights** for offers optimization
- ✓ Measures preferences, expectations, satisfaction, perceived value, etc.
- ✓ Built-in optimization and segmentation tool sets



Measurable ROI

Proprietary, real-time **analytics platform** delivered as Managed Service (SaaS)

Example: Offer optimization



Opportunities to create additional value for an individual or to add / improve an element of the offering

"Wasted" cost and resources that can be eliminated

Increase conversion rate

Up-sell & cross-sell

Higher retention

Hard ROI



Real-time, actionable, insights and metrics

Increase satisfaction

Help managing change

Soft ROI



A personalized dialog with each employee regarding the employee value proposition

Powered by real-time preference analytics

Web-based dialogue with employee

A fast and easy to use, game-style interface that dynamically personalizes its content, messaging and value proposition.



Preferences



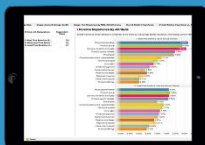
Satisfaction / expectations



Willingness-to-pay



Segmentation



Optimization



Real-time feedback

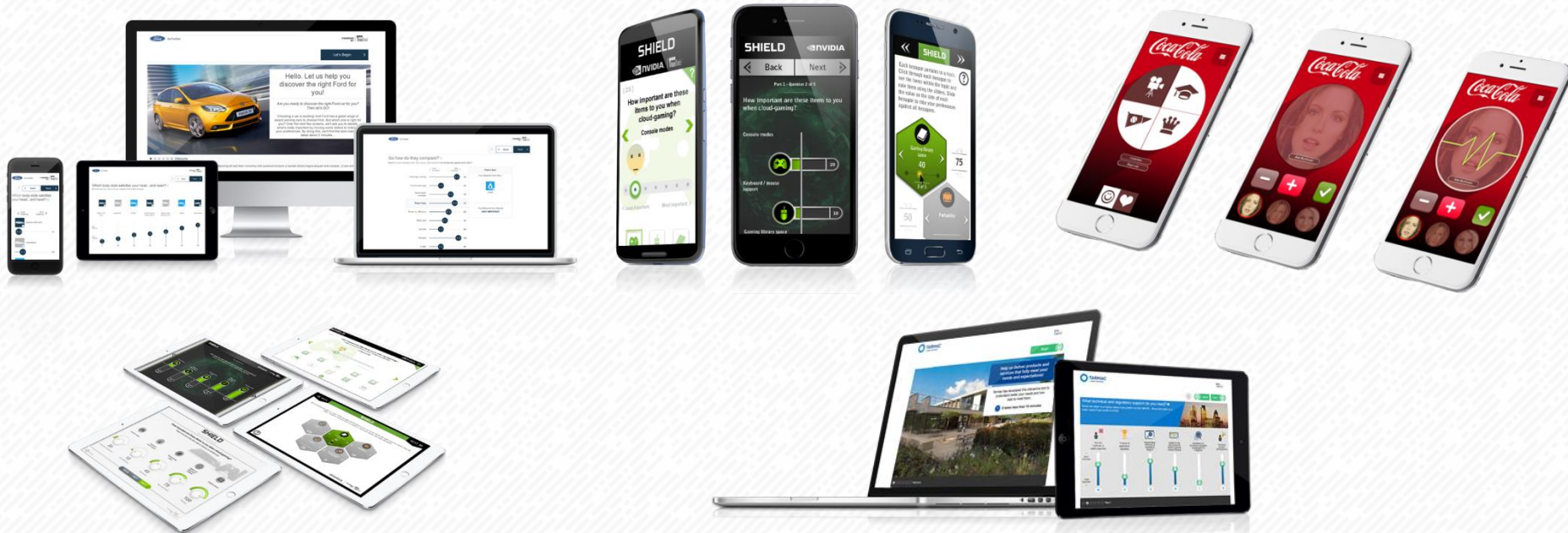
Optimal Offer



Personalized value proposition



Engage customers across all channels and devices



Analytics-powered, dynamic customer dialog generates relevant content,
improves data and saves time
90% + completion rates. Often takes 10 minutes or less.

TrueChoice real-time preference analytics measure, for each customer: preferences, willingness-to-pay, value gaps (“Money down the Drain”), satisfaction, etc.

- Custom Dashboard delivers real-time insight on employee preferences and value
- Real-time optimization of cost, satisfaction and preference
- Powerful scenario modeling to estimate impact on cost and perceived value

Over 100 metrics available.



Preference analytics



Perceived value



Summary: Key benefits of the TrueChoice analytics solution

Our patented real-time preference analytics solution is a best practice for customer insights, sales optimization, and customer experience



Better customer experience

- Easy-to-use, engaging, fast
- Fully personalized user interface
- Relevant decision support & advice
- High response and completion rates
- Works on all devices



Better technology, better process

- Integrated interface, analytics and data transfer
- Powered by 460+ patented econometrics algorithms
- Rapid configuration and deployment
- SaaS -- scalable architecture, easy to update and maintain
- Continuous and real-time true capability transfer



Measurable sales & ROI impact

- Lead generation and conversion optimization
- Increased sales performance
- Scalable personalization
- Enables self-service options
- Rich insights via 100s of actionable metrics
- A "live" decision platform, not just a PPT

