Technology client – Case Summary

Customer experience insights for technology companies

Solution objective

- Generate customer insights to help guide the re-engineering of client's customer sales and post-sales experience and processes.

Target audience

- Consumer, corporate and SMB technology buyers
- Global – 4 languages including Mandarin

Deployment strategy

- Language-specific URLs / Web applications
- Respondents solicited via global e-mail campaign

Analytics

- Customer analytics included: preference analytics, offer optimization, bundling, pricing, segmentation, trend analysis, latent class analysis, etc.
- "Real time" analytics access – simultaneous with commencement of data collection
- Analytics dashboard segmented by country, customer segment as well as global roll-up.

Results / impact

- Improved buyer satisfaction metrics; identified new sales opportunities; higher close & repeat rates
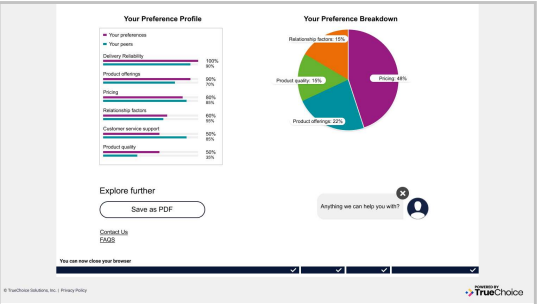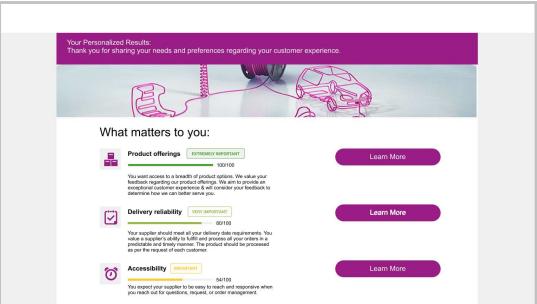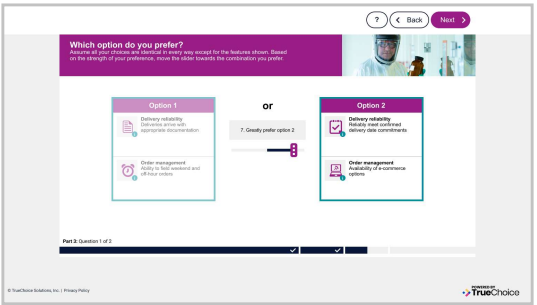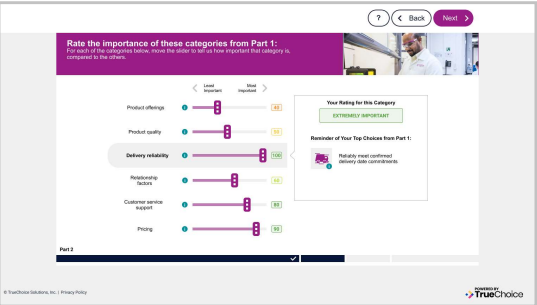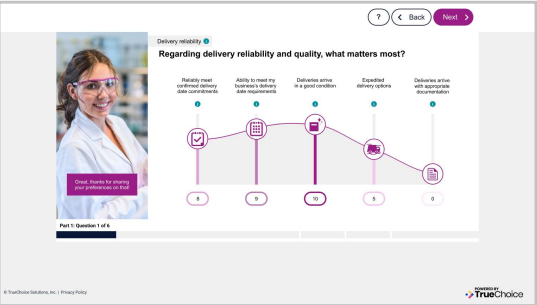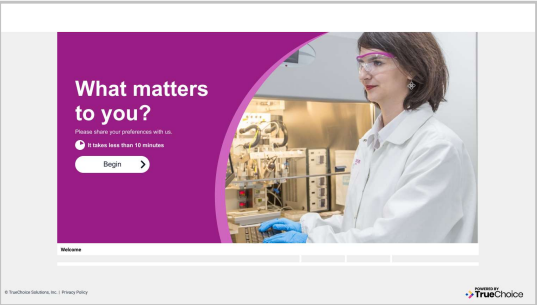
Illustrative screen shots

TrueChoice Predictive Selling^{SM} Real-time customer insights with instant sales impact

◆TrueChoice

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
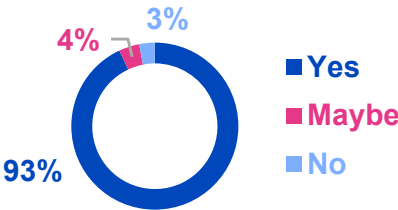
Actionable customer insights

- Real-time insights via 120 metrics
- Strategy, sales, pricing, supply chain, segmentation, etc.
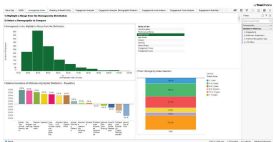
Better customer experience in B2B and B2C

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

3%
4%
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