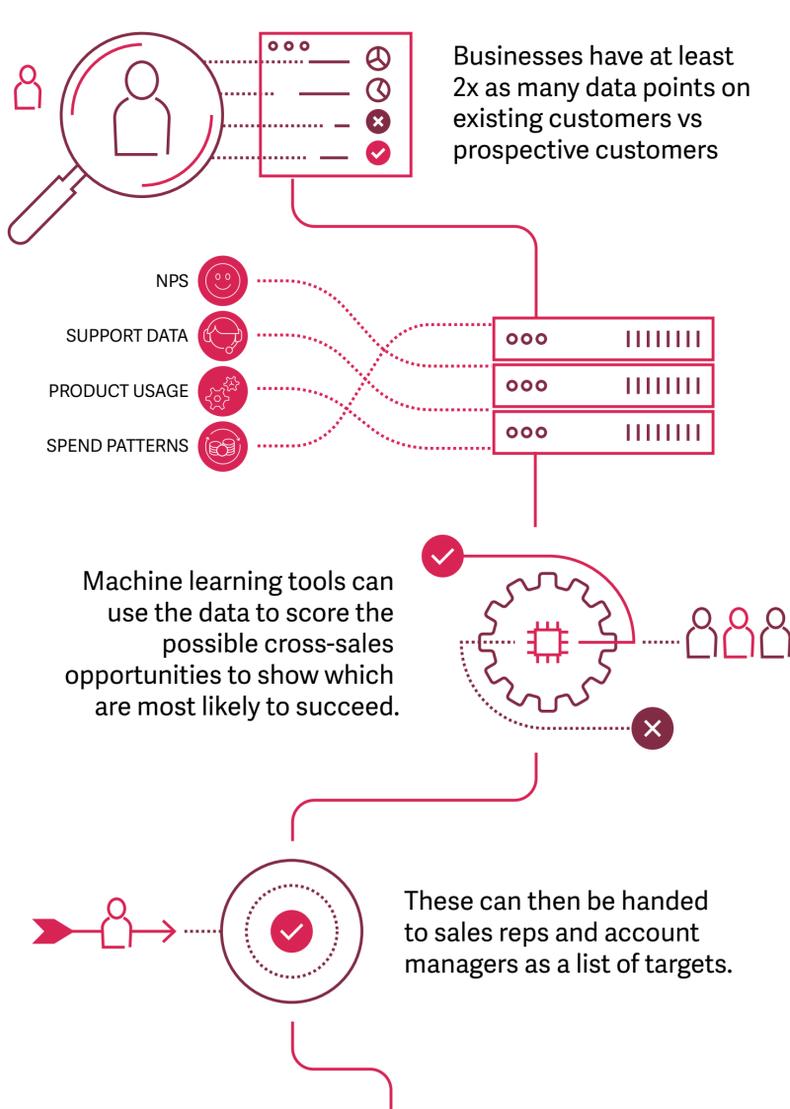




Deploying Data Science to accelerate cross-selling



Cross-selling has multiple benefits: it's cheaper than acquiring new customers, increases customer stickiness & builds lifetime value.



Businesses have at least 2x as many data points on existing customers vs prospective customers

Machine learning tools can use the data to score the possible cross-sales opportunities to show which are most likely to succeed.

These can then be handed to sales reps and account managers as a list of targets.

Example:

First 4 months outcomes of rollout at Access



Propensity Campaign Case Study

Document Automation

Inside Sales Campaign to Customers with propensity score > 20%

Understanding of the specific customer need in this sector (Supply Chain)

Introduction via the account Management team

Product Needs Analysis and Demo

Sale Closed Won

"Much more targeted than a regular customer marketing campaign, and with greater conversion to opportunity"

Feedback from inside sales

"I am now focused on self generation of opportunities rather than relying on marketing for customer leads"

"Much quicker decisions as there tends to be an immediate requirement for the solution"

Rich customer data

Large, diverse customer base

Multiple products to cross-sell

History of attempted cross-selling

If you have these, your opportunity to create value from Data Science driven cross-sales is greater!

The keys to success of machine learning driven cross-selling are:

1 To curate a machine learning model from scratch combining the data expertise of a Data Scientist with product & customer knowledge of sales experts

2 Building a model that is transparent and understandable for end-users

3 Feeding the outputs into salespeople's day-to-day workflow

Want to know more? Speak to James Elmore

