


Customer Success Story

Empowered Sales Team & Increased Revenue


Challenges

- Small Lot Wine, a mid-size wine distributor, had a customer base that was difficult to manage, with each sales person covering 80+ restaurants and retailers. Sales were sporadic resulting in high revenue erosion for many customers.
- They needed to bring higher visibility of critical metrics to sales teams including products that were not sampled, customers without sales, and products sold.

Solutions

 **Conversational Analytics**
Seamless deployment of ConverSight's conversational analytics solution on top of the Finale Inventory ERP and CRM system.

 **Proactive Insights**
Provided real-time and historical insights through simple natural conversation both in mobile and web interfaces.

 **Personalized Dashboards**
Generated personalized dashboards with key metrics and findings, shareable with advanced collaboration features.



Results

Significant revenue improvement across the customer base with forecast accuracy.

32% Reduction In unsold accounts

21% Reduction in unsold products

12% Increase in month-to-month revenue

Benefits

- Total report customization with real-time reporting and inventory management
- Hours of report creation turned into seconds
- Removed dependency on IT teams with democratized data access