

Customer Success Story

Empowered Sales Team & Increased Revenue

Challenges

- 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.
- The company needed to bring higher visibility of critical metrics to sales teams including products that were not sampled, customers without sales, and products sold.

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

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.