Customer Success Story

Sales & Finance Analytics With Conversational AI

WINSTON
PRODUCTS

Challenges

- Winston Products, a large and renowned designer, manufacturer, and retailer of consumer products, was experiencing challenges consuming their own data on sales, margins, cash flow, and other critical inputs.

- The data input systems & structures for various channels were different, and integration was difficult through conventional technological solutions for contextual and actionable information. Ultimately, this was leading to huge lag times on sales analytics of channels, brands, forecasts, and more.

Solutions

👁 Automated Insights
Delivers actionable business insights and alerts automatically

◉ Predictions & Projections
Provides analytics of actual sales vs forecast, measuring its progress to all the relevant users including executive management, finance, and sales functions.

▣ Collaboration
User can review information and share it with relevant stakeholders within the organization or externally.

Results

Gained visibility and analytics by cutting across siloed information within functions and within channel partners.

40% Increase In forecast efficiency

75% Reduction in report generation time

34% Reduction in delayed customer payments

Benefits

- Decision cycle time was reduced from weeks to days.
- Heightened collaboration among Sales and Finance Teams.
- Control over Sales channels with Integrated and comparable visibility.