

# Automotive client – Case Summary

Product advisor for Fortune 100 automotive manufacturer



## Illustrative screen shots

### Solution objective

- Custom “Auto Advisor” application to strengthen product feature awareness and purchase intent.

### Target audience

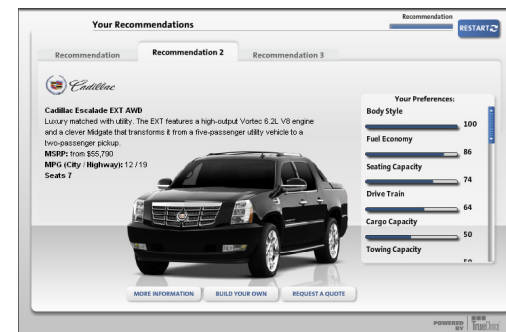
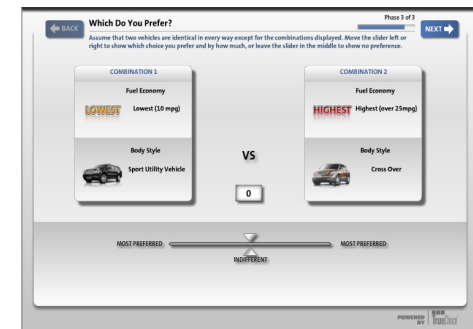
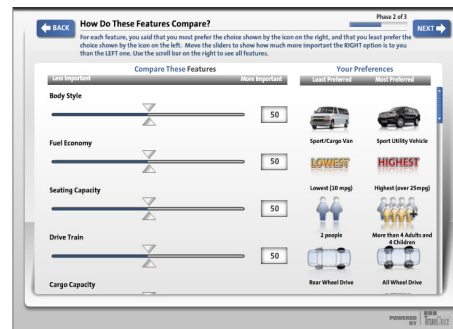
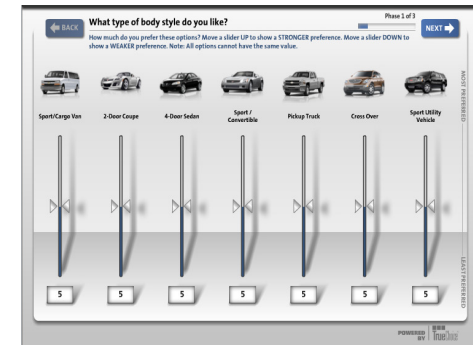
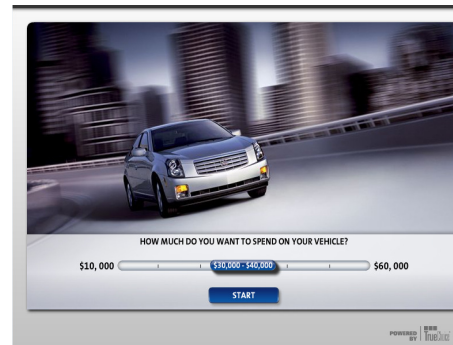
- Customers in the United States

### Deployment strategy

- Application traffic generated via online marketing campaign, promotion on Website homepage

### Analytics

- Insights include: consumer preference analytics, willingness to pay, price sensitivity, brand value analysis, segmentation screens, trend monitoring, scenario modeling etc.
- Comprehensive segmentation filtering abilities (e.g., by auto model recommendation, top feature preference, etc.)



# TrueChoice Predictive Selling™

Real-time customer insights with instant sales impact

## 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
- 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



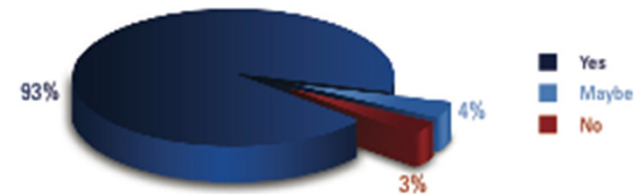
## Actionable customer insights

- 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."



- 87-93% completion rate (without incentive)
- Personalized experience, optimized individual content and recommendations, 'at my pace'
- 89% feel that tool builds "trusted advisor" relationship