

How is TrueChoice's *Predictive Selling*™ different from conventional 'Guided Selling' tools?



Guided Selling

- Static, hierarchical model based on simple heuristic questions
 - Follows inflexible set of business rules
 - Allocates customers in segments that are matched with standard recommendations (limited options)
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- Aggregate / segment level tool
 - Choice / Recommendation record only
 - No differentiation between customers
 - No validation of leads of data quality
 - No analytics beyond usage
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- Recommendation only; often combined with search engine
 - No targeted messaging
 - Often disconnect between heuristic questions and recommendation
 - Product-focused
 - 2-10 questions, no decision support process
 - Viewed a selection / search tool
 - Often viewed as biased
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- Limited performance measurement and tracking
 - Online only, product-focus
 - Geared towards simple choices in consumer markets

Backend / process

Data & analytics

Customer experience

Usage

Predictive Selling™

- Powered by real-time preference measurement (460 patented algorithms)
 - Highly flexible, unlimited options and changes possible
 - Optimal value for each customer (unlimited permutations)
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- Individual level preference data, decision drivers, willingness-to-pay
 - Rich contextual information for sales
 - Real-time analytics and customer insights (120 metrics)
 - Patented validation of data
 - Highly predictive of individual choices
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- Value exchange as each user receives Individual preference profile
 - Personalized recommendation (multiple options) and justification
 - Customized, targeted messaging
 - 3-5 minutes, fully self-adaptive
 - Learn-compare-decide process educates and generates value
 - Viewed as unbiased 'trusted' advisor
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- High completion rates (90%+)
 - Significant increase in conversion rates & revenue per customer
 - Multi-channel (online, kiosk, in-person, call center); developed for complex tech products and SMB market
 - Solution-focus