



Maximize Sales with Next-Best-Action Marketing

THE CHALLENGE

Managing multiple sales channels, like Key Account Managers and call centers with hundreds of employees is a complex task, especially when the goal is to generate as much additional revenue as possible without negatively impacting the customer experience.

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This is why we call our approach Next-Best-Action Marketing. The Microsoft Azure based system learns continuously from the feedback of customers and sales representatives, constantly optimizing itself.

BUSINESS VALUE

- **Revenue Increase:** Achieved sales increases of 2-15%, depending on the call center, month, and product.
- **Higher Call Acceptance:** Up to 20% higher likelihood of calls being accepted and customers being open to conversation.

WHAT WE CAN ACHIEVE TOGETHER

By partnering with us, you can experience the benefits of a tailored and collaborative approach. Our previous projects have shown that with a dedicated investment of around €70,000, significant improvements can be achieved.

- **Improved Data Quality:** We enhance the quality of your data, making it more actionable.
- **Enhanced Understanding:** We help your team fully grasp the potential uses of your existing data.
- **Future-Proof Solutions:** We create a robust Microsoft Azure based foundation for your future data-driven projects, benefiting all departments and enabling ongoing digital innovations.

Join us to transform your call center operations and drive your sales to new heights with our Next-Best-Action Marketing approach and the power of the Microsoft Azure ecosystem.



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