



Enhance Conversion Rates by Replicating Winning Behavior



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Using the win-loss analysis technique, Convin, powered by AI, replicates winning behavior that increases business revenue for our clients. For a few of our customers, this model enabled them to filter out actionable parameters that agents could follow, increasing the conversion rate by at least **23%**.

What is Win-Loss Analysis?

Win-loss analysis, also known as win behavior or co-relation analysis, is the process of identifying a range of audit parameters that determine a potential positive impact on sales or conversion rates.

Later, agents are trained on these parameters to increase the chance of a successful conversation. Additionally, the same analysis identifies factors that hinder the customer's relationship with the agent and, consequently, the brand.

Examples of parameters that have a positive impact

01. *Decrease in unnecessary call transfers*
02. *Building rapport with the customer*
03. *Sourcing customer's email ID*



What does Convin do after identifying these factors?

A **replicable winning model** is then designed for each customer based on their unique parameters.

For Example

For company A, through the process of predicted conversion rate, it's observed that "**objection handling**" gets greater sales compared to all parameters for the first month. Naturally, Convin schedules targeted training on **OBJECTION HANDLING** for all agents. As a result, agents carry out the objection handling parameter with more perfection, leading to more sales.

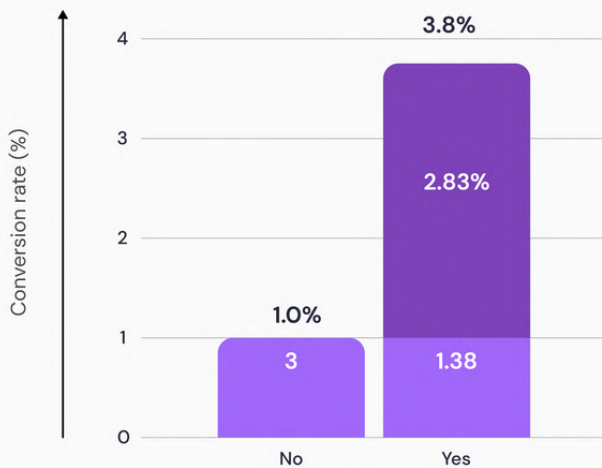
4 Convin Customers Benefitted From the Replicable Winning Model

Convin Data Labs team used historical lead data to identify winning parameters impacting conversions and predict the potential conversion rates of several customers. This report highlights 4 such clients that benefited from the replicable winning model.

These customers not only discovered winning behaviors but identified less successful behaviors impacting the conversion rates.

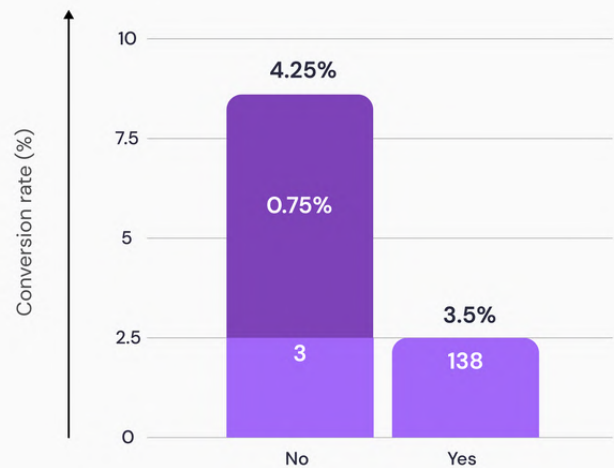
01. A Medtech client discovers that “Grammatically correct statements” are a leading conversion factor.

Does this parameter “Was agent grammatically correct over the call?” enhance the conversion rate?



#275% conversion rate were observed wherever this parameter was adhered

Does this parameter “Clear articulation” enhance the conversion rate?



-13% less conversion rate were observed wherever this parameter was discussed

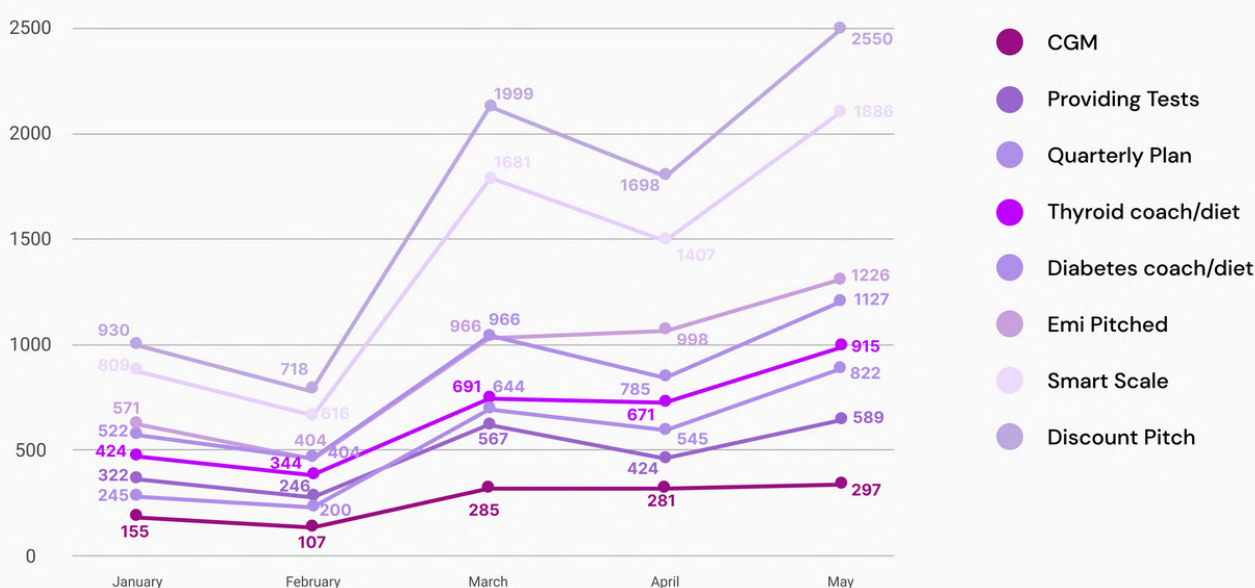
*The graph shows the predicted overall conversion rates at the bottom and the realized conversion rates in the graphical representation.

Following are the top 3 parameters that can improve the conversion rate for the Medtech firm:

#	Top 3 Parameters	Predicted conversion rate
1.	Grammatically correct statements	275%
2.	Mentioning “notes”	62.38%
3.	Used matching language	3%

Overall, these parameters turned out to be a major driving factor in compelling the Medtech firm’s customers to conduct business with the Medtech company. Convin predicted an overall increase in conversions by **275%** if the agents adhered to the parameter **“grammatically correct statements.”** And focusing on **“Grammatically correct statements”** contributed to the highest sales growth of **3.8%**.

02. A digital health and wellness company noticed that the “Discount pitch” brought the highest surge in winning leads.



*The graph indicates the number of people converted after a specific parameter was followed in January, February, March, April, and May.

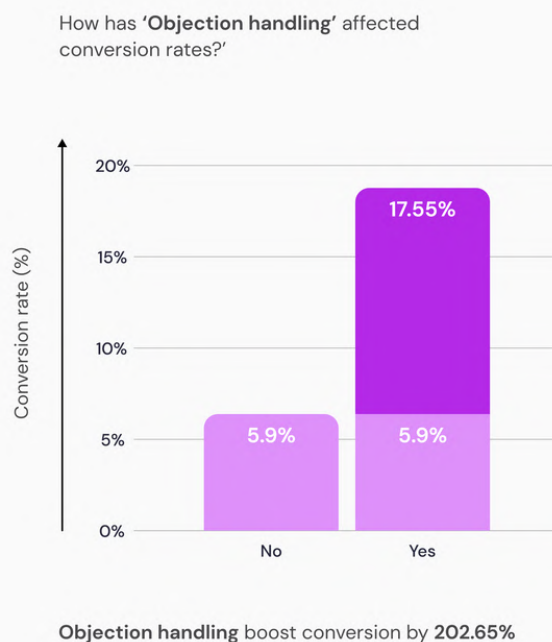
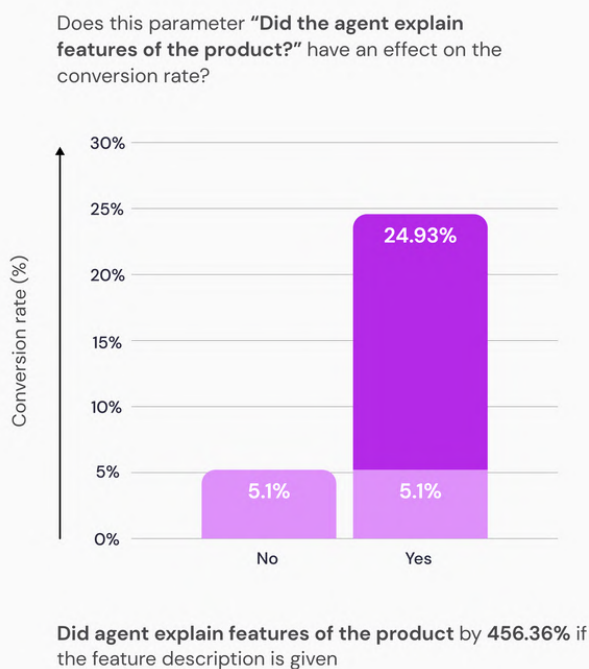
Convin’s client, in the digital health and wellness space, was chasing several parameters for their audit template. However, Convin was able to narrow those parameters down to a few impactful ones.

Listed below are the top 3 parameters with the most significant increase in conversion rate from the previous month:

#	Top 3 Parameters	Increase in conversion rate
1.	Mention of Discount pitch	39.10%
2.	Mention of EMI pitch	22.84%
3.	Mention of Diabetes coach and diet.	43.56%

However, focusing on the **“Mention of discount pitch”** contributed to the highest conversions that rounded up to 2300+ leads in one month.

03. A building materials client noticed a whopping 459.42% uptick in sales.



*The graphs show the predicted overall conversion rates at the bottom and the realized conversion rates in the graphical representation.

This building materials client witnessed a significant increase in overall sales over a period of just 1 month.

Plotted below are the top 3 parameters and their predicted conversion rates:

#	Top 3 Parameters	Predicted conversion rate
1.	Explaining product features	456.36%
2.	Objection handling	202.65%
3.	Building rapport with the customer	121.75%

Although there was a remarkable increase in conversion after adherence to all the parameters, **“Explaining product features”** bagged the highest sales growth by **24.93%**. This was followed by **“Objection handling,”** which boosted sales growth by **17.55%**.

04. An Edtech customer noticed the highest interest in purchases after mentioning “Placement support.”



*The image shows the percentage of leads that showed interest when a specific parameter was adhered to.

An Edtech client discovered that customers were more interested in purchasing after the **“Placement support”** was mentioned (43%) by agents.

Below are the top 3 parameters that increased conversions due to their mention rates:

#	Top 3 Parameters	Mention Rate
1.	Placement support mentioned	45%
2.	Discount and offer mentioned	25%
3.	Scholarship mentioned	23%

The Edtech firm discovered an increased interest in **“Programming Courses”**, which was **38%** of total interactions.

Note: Convin customers use automated coaching to train agents on upskilling their performance on the predicted parameters. As a result, conversions increase, and the real value of the replicable winning model is realized.

Hear it From Our Customer

"We find this analysis very helpful in identifying areas where we are performing well and where we need to improve to increase sales. We would greatly appreciate it if we continue receiving such valuable insights from Convin to enhance our sales team. Thank you."





Thank you!