

Client Success Story Sales Analytics

B2B Lighting Lead Prioritisation and Sales Force Allocation

CHALLENGE

Our client, Signify, a Dutch-based global leader in high-quality, energy-efficient lighting, was unhappy with its B2B campaign targeting and its ineffective sales force allocation due to lack of customer type specific strategy.

IMPLEMENTATION

We worked with existing CRM and transactional data from the client's database. We created a model that evaluated each customer propensity to buy and lifetime value, which was then used together to identify the prospects with the highest chance for successful deal closings with the highest total value. On top of that we ran a segmentation analysis, combining customer prospects details with data on past successful sales to similar customers.

IMPACT

The new segmentation allowed our customer to make better informed decisions. The company was able to increase the success rate of its business development campaigns by 12% through the use of our models. The lead prioritisation allowed them to focus resources on the right prospects and target them with the right tools.

