PROPHESEE
AI powered sales analytics

CASE STUDY

A FTSE 100 company with poor sales data governance has led to a lack of visibility in sales forecasting, with a knock-on effect on sales operations and supply chain.

Customer

FTSE 100 company

Industry

Manufacturing

Problem

- Reps not incentivized to add data to CRM system
- Lack of planning and visibility on forecasts
- No visibility of an account's propensity to churn

Products

- Prophesee™, Microsoft Azure and Dynamics365

Benefits

- 93% accuracy on account forecasts
- Early warning model on 'at-risk' accounts
- Approach to improving data entry / data quality

Learn More

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Interested in a demo/trial?

✉ hello@3rdi.ai

Customer Story

Over 50 years, the company has grown into a global manufacturer supplying businesses worldwide with products that support their delivery needs.

Over 20K employees and a revenue of €6B+ has cemented them as a leader in their industry.

Background

The company had recently driven a sales transformation for the adoption of a new cloud-based CRM system.

While implementing the technology, no effort was made to define the process, and train the users on the new ways of working.

Reps continued to capture their individual pipelines in their own 'books' rather than the tool. They were not motivated to add information into a 'compliance' tool just for management reporting. This in turn meant that the leadership and support organisations were blind to what was coming next.

Problem

With users still using excel to capture pipeline data and basic formulae for all their forecasting needs, the customer knew that they needed to do something to prepare their business to have greater visibility on sales and a better understanding of their customers.

They decided to work with 3RDi on an 8-week pilot to:

- Propose how Prophesee could incentivize sales reps to update the corporate CRM system regularly.
- Assess the accuracy of Prophesee in building a forecast based on 3 years historical sales data
- Build capabilities to provide reps with an early warning on accounts that are likely to churn

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OUTCOME

On completion of a successful pilot, the management decided to roll out the solution to a wider group of test users.

Solution

In 2019, 3RDi commenced with a pilot to address the problems highlighted.

As a first step, 3 years of historical data with over 150K orders was ingested into Prophesee™ by leveraging Azure Data Management technologies such as Data Factory and Data Bricks. The data was then cleaned and transformed, before leveraging Azure Machine Learning Services to model customer behaviour.

The model was then used to extrapolate behaviour over time across multiple attributes such as revenue forecast, seasonality, churn etc.

These Machine Learning models allowed us to demonstrate incredible revenue forecasting accuracy (93%+) as well as to identify which accounts were likely to churn, & which weren't.

Regarding tool adoption, we demonstrated how we could use a carrot & stick methodology to increase CRM usage. The stick, *3RDi's Data Confidence framework*, informs users and management of anomalous data; and the carrot was to demonstrate the benefits of entering good data into the system, such as commission calculators, opportunities at risk and more,
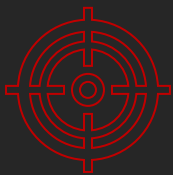
Forecast Accuracy

Using Azure Machine Learning Services, Prophesee built a model to fit the data provided. The results yielded an amazing 93% accuracy on the forecast.

Churn Early Warning

New customer acquisition is 6 times costlier than selling to an existing customers. Prophesee provides early warning on customer churn candidates

Tool Adoption

Prophesee incentivizes sales reps and managers to put data into CRM accurately by answering the question: *'what's in it for me?'* for both those key roles

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