

ENDECA FOR CUSTOMER TARGETING

It stands to reason that highly targeted, well-qualified sales calls are far more likely to result in closed deals than cold calls into unqualified leads. With Endeca for Customer Targeting, your sales reps can easily create their own target lists for every single product in your catalog, using customer and purchase history data you already have. Endeca enables your sales team to call only the most relevant and qualified prospects, leading to dramatically higher conversion rates and increased revenue for your organization.

Problem solved

Endeca deployed a solution to address the customer targeting problem for a Fortune 500 B2B distributor with a multibillion-dollar direct-sales channel. With tens of thousands of products to sell to millions of customers and prospects, it was impossible for the sales team to know which products to promote and which customers to call on any given day.

A centralized marketing team was able to use BI tools to create target lists for a few of the more profitable products, but this process was so complex and time consuming that the reps were left to fend for themselves when selling the vast majority of products in the catalog.

Endeca enabled the sales reps to create their own custom target lists for every product, every day, substantially reducing the need for random cold calling. The Endeca solution provided intuitive access to customer information and purchase-history data that already existed within CRM and ERP systems but that the reps were previ-

ously unable to leverage. Expected benefits include:

- Increased conversion rate as sales reps call the right customers to sell the right products
- Increased revenue from up-sell and cross-sell opportunities
- Reduced on-boarding time for new sales reps
- Increased customer loyalty due to fewer irrelevant sales calls

Needle in a haystack

In many of today's enterprises — particularly those with large sales teams, diverse catalogs, and broad customer bases — the sales reps face a significant challenge whenever they pick up the phone. Out of the hundreds or thousands of customers and prospects they have, only a small handful will be interested in the product they happen to be selling at that moment. Finding the right customers and prospects can feel like looking for a needle in a haystack. To make matters worse, the "small handful" of interested customers differs for every product in the constantly changing catalog.

The result is what happens every day in these organizations: cold calling to unqualified leads. With

literally no way to identify the best customers to whom to reach out, sales reps have only two choices: prospect into accounts at random, or give up and move on to a product for which they have marketing support. This means they are either selling ineffectively, or selling only a limited set of products.

Beyond marketing & BI tools

In an ideal world, marketing would support all products equally. Reps would have a custom target list for every product, and never have to make unqualified sales calls. Unfortunately, this simply isn't possible for most organizations.

Many companies sell hundreds or even thousands of products, and those products change constantly. Marketing and analysis teams, while talented, are far too small to keep up. And the specialized BI and segmentation tools that they use, though powerful, are complex and time consuming.

This means that marketing can provide support and calling lists to the reps only for the few most visible products — and the reps will be left to "fend for themselves" in the remaining 90% of cases.

Building a better way

Is there any way sales reps could do their own customer targeting? Suppose a sales rep needs to generate a target list for a new product or promotion. Regardless of the rep's industry, coming up with a list of the ideal customers and prospects comes down to asking a set of fairly simple questions. For example:

- High tech: Which of my largest customers have on-site server warranties that are about to expire, so I can sell them renewals?
- Life sciences: Which doctors do I target for this new drug, given their specialties and the drugs they have prescribed in the past?
- Financial services: Which mortgage borrowers have ARMs about to adjust and are under 35 years old, so I can sell our new debt-consolidation services?
- Telecom: Which of my wireless customers have consistently exceeded their monthly minutes, and have at least two children, so I can upsell them on a family plan?

Today, most sales teams cannot answer these questions — despite the fact that their organizations already have all the needed information stored away in their CRM, ERP, and other enterprise systems.

The breakthrough would be to give sales representatives an intuitive tool that enabled them to access all this information and unlock its value. If they could ask and answer the types of questions above, on their own, every day, for every call they make, the overall sales conversion rate would increase substantially.

The Endeca Information Access Platform

Endeca for Customer Targeting is based on the unique Information Access Platform, which helps sales representatives create their own target lists and call only the most relevant and qualified prospects, leading to dramatically higher conversion rates and increased revenue for your organization. Information access solutions built on this platform return much more than just query results. They also provide dynamic summaries — in the form of menus, maps, tag clouds, and more — of all the data and content in those results. And with every step the user takes, these summaries instantly change based on the selected filters, the possibilities in the data, and any business rules. This Guided Summarization experience helps millions of sales representatives, one at a time, call the right customers to sell the right products, leading to increased revenue from up-sell and cross-sell opportunities, reduced on-boarding time, and increased customer loyalty. All these solutions stand on five platform pillars:

MDEX Engine

The Endeca Information Access Platform is powered by MDEX Engine™ technology, a new class of database designed for exploring information, not managing transactions. Its innovative architecture, including a flexible data model, summarizing query mechanism, and proprietary data-management algorithms, unites the ease of search with the analytical power of business intelligence. The engine dynamically summarizes for the user all the possible, but only the

valid, next steps at every step — even on changing data and content.

Information Transformation Layer

The Information Transformation Layer unites and enriches disparate sources of information while maintaining, augmenting, and even creating structures across the data and content.

Adaptive Application Component Library

The Adaptive Application Component Library enables the rapid development of information access applications that automatically adapt to changes in the data and content.

Web-based Management Suite

The Web-based Management Suite empowers managers to highlight the right information at the right time to end users through adaptive presentation rules.

Enterprise-class platform

These essential capabilities are delivered as an enterprise-class platform, with the scalability, reliability, and security that leading organizations demand.

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