

Adnovum Sales Management Dashboard

In times of decreasing margins and a highly competitive market it is crucial for companies to successfully activate their customer base. By implementing a consistent process for the assessment and segmentation of your existing customer base, you can greatly increase the likelihood of successful deals.

With our solution, you make better use of information already available and anticipate customer-specific opportunities and risks at an early stage. This way, you can achieve a great effect even with simple means.



Your benefits

- Increased customer loyalty through anticipation of sales opportunities
- Early warning of outflows, identification of churn risks
- Identification of cross- and up-selling opportunities
- Standardization of the consulting process across the entire organization
- Increase in efficiency and shortening of processing times
- Comprehensive evaluation options for controlling sales activities as well as product development
- Short training periods and high user acceptance due to modern and intuitive user interfaces
- Flexibility in expansion and further development

Solution highlights

- Integrated view of the customer book and all current sales activities
- Management of appointments, pending items and CRM notes allows for consistent substitution rules
- In-depth presentation and analysis of the customer situation (as-is-analysis)
- Generation of customer-specific product recommendations and potential profiles based on configurable criteria
- Intelligent algorithms for the mapping of recommended actions
- Integration of sales activities into a uniform consulting process
- Intuitive and efficient user guidance

Integration and application

- May be parameterized to your customer profiles and product range
- Customizable to your processes, needs and design
- User-specific presentation of information and functions
- Modern, extensible architecture based on «micro services»
- Integrates with any core system
- Consistent data at all processing levels thanks to centrally controlled data models

Contact

Adnovum Informatik AG
Patrik Schmid

Badenerstrasse 170
8004 Zurich

T +41 44 272 61 11
patrik.schmid@adnovum.ch

www.adnovum.com



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