



# Sales Insights for Business Teams

## Reach revenue targets and avoid customer churn with Augmented Intelligence

Without a sales team, most businesses would simply grind to a halt. Lead generation, upselling and cross-selling, and reducing customer churn are some of the most important tasks in any organization, vital in ensuring the on-going success of the company, maintaining cash-flow, and driving profits.

### WHAT'S IN IT FOR YOU?

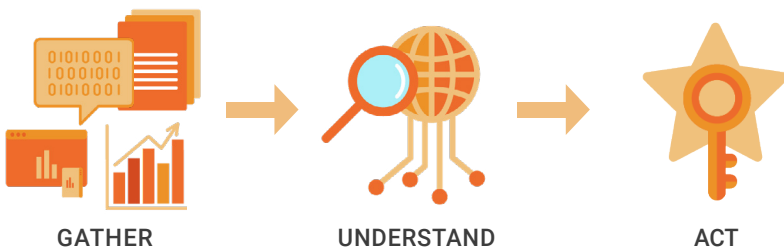


Because there are so many events that could signify an opportunity for a client, it is hard to keep track of them all. Squirro Sales Insights notifies the user in real-time when such an event takes place, whilst also recommending the best action to take. This enables the sales professional to approach the client or prospect with a timely and relevant opportunity, giving a huge boost to the customer experience.

In addition, this is a solution that requires zero technical ability. To make life even easier, it gathers all information relating to a client in Squirro's Client Cockpit, a 360° view of each customer, allowing easy access to data and enabling a much faster reaction to breaking events and opportunities.

### HOW IT WORKS

Squirro Sales Insights delivers a deeper understanding of customers, which identifies opportunities, improves lead generation, and makes upselling and cross-selling more effective.



This is an augmented intelligence solution that analyzes external unstructured data such as news reports, earnings call transcripts, social media, and premium data sources, along with internal data such as customer email correspondence and call transcripts, to extract insight to help sales professionals do their job.



### CHALLENGES

- Struggling to find quality leads for the business?
- Unable to respond to opportunities in a timely and relevant way?
- Unable to retain existing customers in sufficient numbers?
- Worried that the overall customer experience is not of high quality?



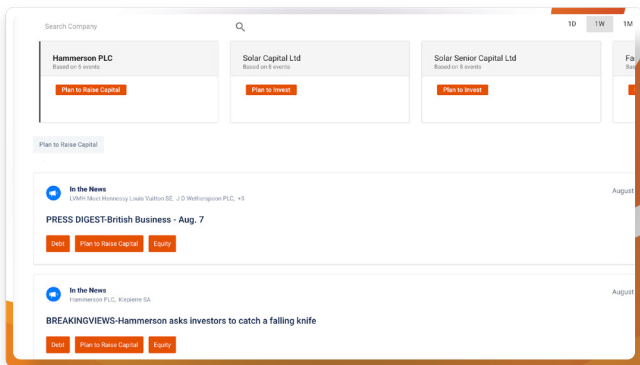
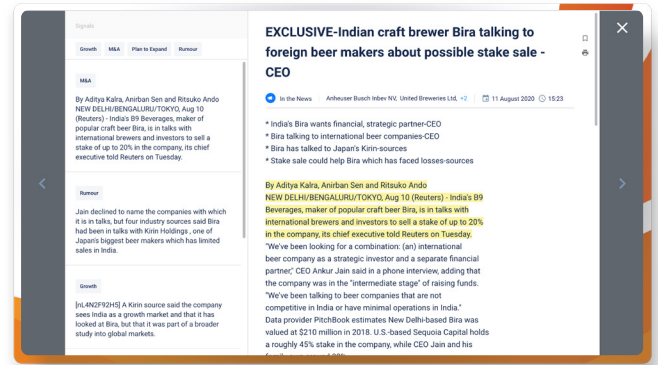
### KEY FACTS

- Build and enhance your sales pipeline
- Access all information relating to your clients in one single place
- Send opportunities to customers and prospects in real-time
- Deliver an outstanding customer experience
- Have an ongoing impact on company profit margins

— EXPLORE  
Sales Insights

1  
LEAD SOURCING

Go for a proactive lead generation approach: 'hunting' and not merely 'farming' leads. Generate more qualified opportunities and react to market moving events faster. Boost lead generation and deal origination with the Squirro Sales Insights solution.

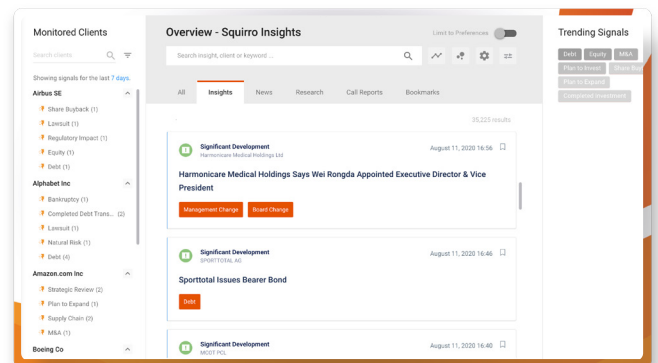


2  
REDUCE CUSTOMER CHURN

With Artificial Intelligence, you can understand customers more comprehensively. Squirro Sales Insights identifies trending issues and anomalies so you can: identify customer issues early; recognize cross-selling and up-sell opportunities; and obtain control of the situation. Boost top line revenues and reduce customer churn.

3  
360° CLIENT COCKPIT

A true 360° view of the customer is a powerful asset for any organization. Squirro Sales Insights provides a full perspective for every client, generated from any data source. This results in a significant increase in conversion rates and consistent business driving pipelines. Boost client satisfaction and react fastest to client and market events.



— OUR CUSTOMERS  
Data-driven companies leveraging Sales Insights



ABOUT SQUIRRO

Businesses capitalize on new opportunities, improve client relations, and optimize decision-making capabilities using Squirro's vertical-specific Augmented Intelligence solutions, which combine human intelligence with powerful AI. An Insights Engine at its core, Squirro delivers contextualized insights from your most relevant data sources and displays them directly, via workbench integrations, or through self-service applications.

Squirro works with global organizations, primarily in the Financial Services, Insurance, Telecommunications, and Manufacturing industries. Customers include Bank of England, Standard Chartered, ING, Brookson, Ninety-One and Candriam. Founded in 2012, Squirro is currently present in Zürich, London, Munich, New York, and Singapore. Further information about AI-driven business insights can be found at [squirro.com](http://squirro.com)

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