



## Empowered Sales Team & Increased Revenue

### Conversational Analytical Solution for Wine Distributor

A mid-size wine distributor needed to increase sales and improve productivity and efficiency of the sales team to control the revenue erosion.

#### CHALLENGES

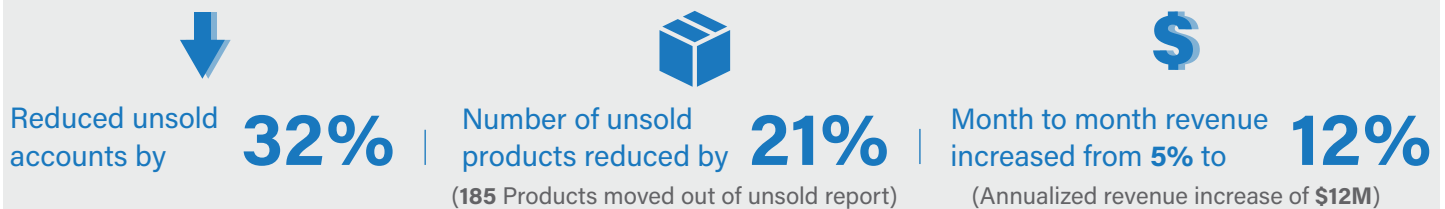
- The wine distributor's customer base was difficult to manage with each sales person covering 80+ restaurants and retailers. Sales were sporadic resulting in high revenue erosion for many customers.
- They needed to bring higher visibility of critical metrics to sales teams including products that were not sampled, customers without sales, and products sold.

#### SOLUTION

- Seamless deployment of ConverSight.ai's conversational analytics solution on top of the Finale Inventory ERP and CRM system.
- Provided real-time and historical insights through simple natural conversation both in mobile and web interfaces.
- Produced key metrics and proactive insights to all levels of the organization around revenue erosion including details on unsold products and unsampled products.
- Generated personalized dashboards with key metrics and findings, shareable with advanced collaboration features.

#### RESULTS

Significant revenue improvement across the customer base with forecast accuracy.



#### Conversational AI-Driven Analytics Platform

EASY ACCESS TO DATA



Google-like access to ERP and CRM Data

PERSONALIZED PROACTIVE INSIGHTS



Monitored key metrics at sales person level to identify sales improvement opportunity

SELF SERVICE DASHBOARD



Dashboards based on frequently asked questions

INSIGHTS



Higher visibility and interaction for leadership teams

