

Increase your revenue by **Real Interactive Sales Recommendations**

The **Interactive Sales Advisor** is a solution which can simplify the handling of many complex and inter-dependent services and thus enable the Customer Contact staff to increase up-selling- and cross-selling.

The Challenge.

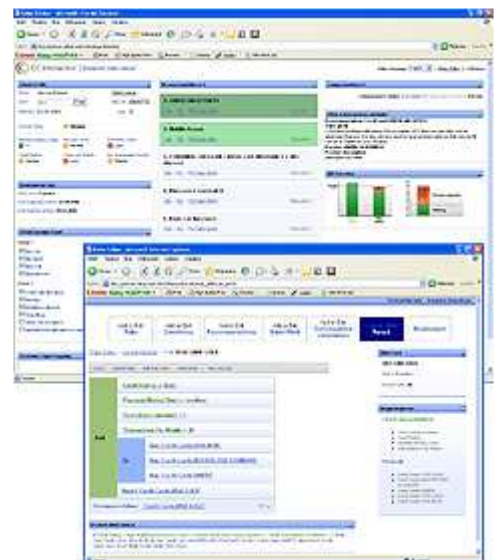
Customer Contacts staff are today spending more and more time managing large systems instead of nurturing customers and increasing sales. Therefore we have designed a solution which makes selling easier and faster.

The Solution.

Based on individual customer characteristics and customer input during the contact – a set of relevant dynamic sales offers are presented.

Via a user interface business professionals can design and publish a new offer or edit exiting offers without involving IT staff.

The **Interactive Sales Advisor is based on an advanced business rules engine, where business specialists can change and optimize the individual rules and thus, can produce customer individual recommendations that really work.**



Key Benefits.

The Interactive Sales Advisor is a web based solution with practically no integration and will result in:

- **Increased revenue** from cross-sales and up-sales
- **Lower cost** per customer contact due to easier, faster and more relevant communication with the customer
- **Higher customer loyalty** thanks to offering relevant services
- **Easier and faster processing** - since business procedures are converted automatically into the right recommendations by the process specialist without IT staff involvement
- **Multi-lingual** - the automatically pre-selected language and ability to switch manually between languages allows for qualified multilingual customer contact
- **Reduced time to market** by virtually eliminating traditionally costly and time-consuming specification and IT rules entry

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