Sales Analytics

Unlocking sales potential with data-driven insights

The sales analytics offering elevates the sales journey by identifying opportunities, refining targeting, boosting conversion, empowering sales channels, and fostering expansion. It delves into customer data, monitors campaign effectiveness, and refines strategies, increasing revenue and market reach.

Success Story

Transforming competitive insights into strategic advantage

Client: A leading multinational digital communication technology conglomerate.

We identified strategic partners and whitespace opportunities by matching industry data with the customer's partner master data, resulting in improved competitive positioning and the onboarding of ~1,000 high-potential partners.

Benefits

- Real-time sales target visualization and attainment tracking
- Efficient sales proposition implementation for revenue growth
- Predictive market trend analysis for proactive decision-making
- Customer profile-based sales funnel optimization
- Productivity enhancement for sales reps and partners
- Effective tracking of go-to-market programs for strategic growth

Key offerings

- Campaign scoring and targeting
- Lead prioritization
- Deal sensing
- Competitor analysis
- Virtual demand generation
- Customer segmentation and personalization

To connect with our experts and know more, please reach out to us at
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10+
Years of experience

500+
Total analytics applications

100+
Total BI deliverables (report/cube)

50+
Domain SMEs

Zensar services

Foundation services

Experience services

Advanced engineering services

Data engineering and analytics services

Application services