

Introducing Skynamo Radar

Skynamo RADAR offers Skynamo Customers the sales analytics and insights that they need in order to understand their customers' buying behaviors and trends better, by simply segmenting their customer base using their existing data.

This segmentation is done using 2 powerful features:



RFM Analysis

Recency, Frequency and Monetary (RFM) analysis unveils customers' ordering behavior, patterns and fluctuations.



Team Targets

Team Targets takes planning to another level ensuring you, as our Skynamo Customer are both growing and maintaining your loyal customer base, communicating with your teams effectively and smashing sales targets.

These 2 powerful features use data forensics to detect buying behavior and have the power to show customers fluctuations and purchasing behavior by volume and invoicing patterns. These fluctuations can flag unusual patterns and prompt a response, ensuring, as a Skynamo Customer, you are on top of your business, building and maintaining a loyal customer base, preventing customer churn, and ultimately thriving in your industry.

Which customers would benefit from using Skynamo Radar?



Skynamo customers who use the invoicing functionality



Skynamo customers who have repeat sales customer base



Skynamo customers who have integrated their account package with Skynamo

What Skynamo users have said:

To get this clarity of detail would usually take 2 to 3 days of admin time from our Sales Manager or admin clerk per week.

Pays for itself by helping us generate additional income from previously unseen opportunities.

This affords us at least 10 additional order opportunities per month

RFM & Team Targets explained

What is RFM Analysis?

Put simply RFM stands for Recency, Frequency and Monetary. This form of analysis monitors your customers' ordering behavior and notifies you of changes in buying behaviour so you can drive these opportunities.

This means, RFM segmentation allows Skynamo customers identify behaviour changes and act on these with a more successful rate of response, plus increased loyalty and customer lifetime value.

These insights could make all the difference in looking after your loyal customer base or not losing customers.

High value insights:

- Which customers need attention?
- Which 20% of my customers are responsible for 80% of my revenue?
- Who usually orders regularly but have not ordered recently?
- Who did we add recently that have not placed an order yet?
- Whose orders have started getting smaller over time?
- How can I help my team members have more customer behaviour information at their fingertips?
- How can I empower my team to see real time Sales Target data and how they are tracking?

Why Team Targets?

- Encourage healthy internal competition amongst your sales teams
- Take action sooner to ensure all sales targets are met
- Set targets weekly, monthly, annually etc.

What is the Team Targets feature?

Team Targets puts all these insights in the hands of your team. With Team Targets there is no more guessing how individuals are tracking against their sales targets, or how you can encourage healthy competition within your team.

Now you can even incentivize a team member for taking a customer who was showing signs of reducing orders back to being a champion customer. Coach your team to sales success by monitoring and mentoring your team where it is needed most.