

Benefits & Values

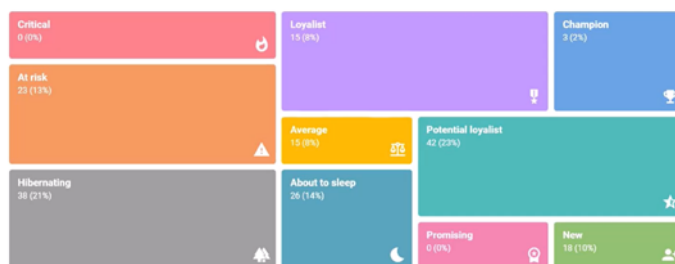
Skynamo RADAR will assist you in using your customer sales data for sales strategy. Skynamo RADAR offers insights into your customers' buying behaviors and trends, by segmenting your customer base using your existing data.

Skynamo RADAR's Benefits and Values:



RFM Analysis

- Detects your customers buying behaviour.
- Monitors customers fluctuations and purchasing behavior by volume and invoicing patterns.
- Flags unusual patterns and which prompts faster response.
- Target specific clusters of your customers with the correct communication based on their purchasing behavior.
- Builds and maintains a loyal customer base.
- Prevents customer churn.
- Ultimately helps you thrive in your industry.



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



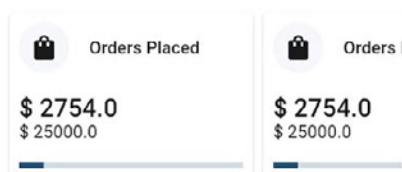
Team Targets

My Goals



Month ▾

1 Jan '22 - 30 Jan '22



** Automatically displayed in your regional currency
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*

- Skynamo RADAR is available to your entire sales team, allowing you to encourage healthy competition within your team.
- Puts all these insights in the hands of your team.
- There is no more guessing how individuals are tracking against their sales targets.
- 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.