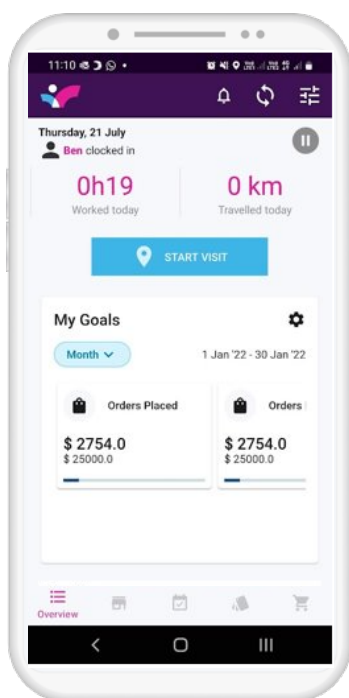


How to make the most out of this data

The Advantage of Analytics

RFM Analysis uses data forensics to detect your customers' buying behavior, while Team Targets simultaneously puts all these insights in the hands of your team, encouraging a little healthy competition amongst your sales personnel.

Smashing your sales goals with Team Targets



Skynamo RADAR is available to your entire sales team, allowing you to encourage healthy competition within your team with Team Targets.

How to make the most of Team Targets:

- Incentivize a team member for taking a customer who was showing signs of reducing orders back to being a champion customer making regular orders.
- Coach your team to sales success by monitoring and mentoring your team where it is needed most, helping them reach their sales goals.
- Set competitive weekly, monthly and annual targets for your teams and individuals.
- Take action much sooner when targets are not looking good or adjust where needed.
- Sales teams can monitor their assigned customers performance and ensure they are following up on any customers making unusual orders.

Insights made easy with RFM Analysis

RFM Analysis (Recency, Frequency and Monetary Analysis) has the power to show your customers purchasing fluctuations, buying behavior by volume and invoicing patterns. These fluctuations can flag unusual patterns and prompt a fast 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.

RFM intelligence displays a quick and easy to decipher dashboard, which allows you to make informed decisions and stay on top of your entire customer base with a more successful rate of response. RFM segmentation further allows you to target specific clusters of your customers with communications that are much more relevant for their purchasing behavior, generating higher rates of response, increased loyalty and customer lifetime value.

How to use the RFM Analysis dashboard?

On this dashboard you are able to click on any of the squares in the desktop below to get the list of your customers in the category and see why they are listed there by accessing their order history.

Critical

These are customers who used to purchase quite often and in large amounts but haven't been recently.

Tip: Urgently engage with them to try and find out what went wrong and to avoid losing them.

At risk

These customers purchased often but haven't purchased recently.

Tip: Engage with them to encourage further purchases and prevent them from turning into Critical.

Hibernating

These are relatively low spenders that did not buy often and haven't bought in a very long time.

Tip: Engaging with these customers or offering incentives could draw them out of the hibernation stage and get them ordering more frequently.

About to sleep

These customers are below average when it comes to how regularly and how much they buy and have not bought recently so they might slip into Hibernation soon.

Tip: Engage with them in the near future to prevent Hibernation.

Needs attention

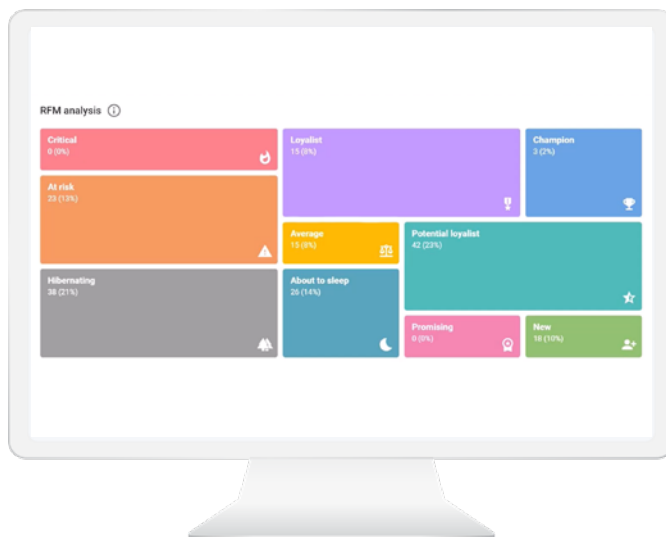
These customers are on the average when it comes to how regularly and how much they buy and how recently they bought.

Tip: Building a relationship with these customers to understand their product needs will help determine the next steps that need to take place.

Potential loyalists

They are your recent customers with average frequency, who spend an above average amount.

Tip: Upsell to them to become Loyalists or Champions.



Promising

They are recent buyers that haven't bought much or are not buying frequently yet.

Tip: Look at offering incentives to these customer to get the ball rolling.

New

New customers started buying but are not frequent buyers yet.

Tip: They could provide big opportunities if re-engaged.

Loyal customers

They spend good money with us and buy relatively frequently.

Tip: More regular engagement or upselling could turn them into Champions.

Champions

Champions are your best customers, who buy most often and in big amounts and have bought most recently.

Tip: Leverage on this group of customers and reward them for their loyalty.