

Identify sales and revenue opportunities via predictive analytics

Top 3 wind turbine manufacturer and service provider

A top 3 global manufacturer of wind turbines set a goal to double its revenue for aftermarket spare parts and services. This would only be possible by shifting from reacting to RFQ's to a proactive model that leveraged predictive analytics to detect, prioritize and pursue customer- and asset-specific opportunities

COMPLEXITY

- Asset, maintenance and performance data could not be easily connected
- Territory-based selling limited the visibility of asset- and customer-based consumption
- Lack of a means to digest the multiple failure patterns, customer buying preferences and purchase history, to reveal incremental sales opportunities
- No systematic approach to track sales agents' strategy and conversion of leads

RESOLUTION



Connect data from multiple sources

- Covering Equipment, Installs, Sales history, Lost opportunities, Asset Failures, Asset BOM

Enrich data by proactively identifying gaps and inconsistencies



Reveal actionable revenue opportunities

- Easy access and prioritization of opportunities using predictive analytics
- Monitor sales agent strategy & track conversion of leads



Transform selling strategy to become proactive and predictive

- Enabled leads qualification to build sales pipeline
- Enabled account planning & financial performance management

WHY ENTERCOMS

- Expertise in modeling Service Sales complexity for long lifecycle assets
- Ability to incorporate business rules into a predictive model to detect, qualify and prioritize new opportunities
- Enabled a control mechanism to quantify results and track team's performance

IMPACT



4X increase in opportunity pipeline



Single source of truth to view customer installed base, sales history and opportunities



Enabled leads qualification process with refinement based on Agent feedback