

KnowledgeSCORE™

Predictive Sales Analytics for CRM



In today's highly competitive and resource-constrained environment, you need to focus your sales and channel resources on the right opportunities, at the right time. Best-in-class sales organizations are growing incremental sales by 24% by using predictive analytics—while significantly improving sales productivity.

KnowledgeSCORE is a cloud-based sales analytics solution for CRM that uses predictive analytics to score prospects and opportunities—and recommend next best actions—for improved sales productivity and revenue growth.

Each sales opportunity has its own identifiable “Sales Genome” that when mined and analyzed can predict likelihood to close. Sales genomes are comprised of a myriad of data sources and types—including and beyond your CRM database—ranging from sales coverage, sales team, salesperson, marketing treatment, web behavior, social media, interest, product, price, and competitive factors.

By analyzing these sales markers from comprehensive data sources whether internal or external, structured or unstructured, and applying predictive analytics at the opportunity level, you can “crack the code” in your sales pipeline to gain significant sales productivity improvements that until now have been elusive.

KnowledgeSCORE Advantages

Predictive: Sales analytics has matured far beyond simplistic business rules and reports to now use predictive techniques that examine all data to scientifically determine what factors most influence sales success.

Comprehensive: Analyzing CRM data alone is insufficient for accurate insights into your sales pipeline. Now a complete analysis is possible using all internal and external data sources, including structured and unstructured data.

Actionable: Scores and next best actions are integrated into your existing sales processes and delivered directly to your sales team and management in your CRM application. KnowledgeSCORE automates the whole process, and provides management insight into performance and accountability.

A screenshot of the Angoss IDS STUDIO web application. The interface shows a detailed view of a sales opportunity. At the top, there's a navigation bar with links like "Show Chatter", "Following", and "Customize Page". Below this, a breadcrumb trail shows the path: "Back to List: Leads". The main section is titled "Opportunity Detail" and contains a table of information. The table has two columns: "Field" and "Value". Fields include "Opportunity Owner" (Adam Bruce), "Opportunity Name" (IDS STUDIO), "Account Name" (International Decision Systems), "Type" (New Business), "Lead Source", "Order Number", "Current Generator(s)", "Tracing Number", "Created By" (KS Demo), "Description", "Amount" (\$55,000.00), "Expected Revenue" (\$0.00), "Close Date" (31/08/2011), "Next Step", "Stage" (Need Analysis), "Probability (%)", "Primary Campaign Source", "Main Competitor(s)", and "Delivery/Installation Status". At the bottom, there's a red-bordered box containing "Angoss Analytics - Scores" with a "Percentile Rank" of 15, a "Rank" of 11 out of 68, and a "Tier" of 5 stars. The "Reason" is listed as "Good fit, high engagement".

KnowledgeSCORE Benefits

Improve Sales Productivity

Sales forces are the most expensive resources in any organization. Focus these resources on the best prospects and activities, and against the most qualified opportunities to improve sales productivity.

Drive Revenue Growth

Focusing your sales resources on the best prospects and opportunities (and actions) allows them to spend less time chasing the wrong leads and more time winning opportunities that are most likely to close.

Improve Sales Forecasting

Each opportunity has its own unique “Sales Genome” that when mined and analyzed can predict likelihood and time to close. Predictive analysis of each opportunity across sales territories and regions results in uncannily accurate sales forecasts.

CRM Modules

Prospect Scoring

Identify organizations and individuals within those organizations that are an ideal fit for your products, and who are also likely to respond positively to contact. Sales people are often tasked with identifying the ideal accounts, or individuals within those accounts to pursue. While prospecting is a time intensive task requiring a lot of activities and limited payback. Prospect scoring allows companies to harness their sales history by identifying new accounts and individuals to focus sales efforts on based on your past success at accounts that are similar to your most profitable customers.

Opportunity Scoring

Increase the number of deals closed by following up with the right opportunities, at the right time. Predictive opportunity scoring is based on patterns in your sales history. Sales reps routinely juggle many opportunities and use their own instinct and experience to determine which opportunities are worth pursuing and when. As a result, sales performance may be inconsistent, while each rep prolongs sales cycles and wastes valuable time learning what works best. Opportunity scoring looks at your entire sales history in order to determine recommended opportunities to pursue.

Next Best Action

What next sales activity will be the most impactful in determining the successful outcome of an opportunity? Next best action identifies which activities are most predictive of successful outcomes, and recommends which action is the next best to take at any given point in the sales cycle. This predictive approach saves time and reduces sales cycles, while increasing accountability with the results of manual and automated task prioritization being measured.



AppExchange Program
PARTNER

KnowledgeHUB Cloud Platform

KnowledgeSCORE is delivered via KnowledgeHUB™, an integrated analytical platform that unifies disparate data sources and produces predictive outcomes with sales specific modules and expertise.

The KnowledgeHUB platform is a fully integrated, cloud-based analytical platform together with supporting deployment processes and professional services that deliver next generation predictive analytics to clients in a hosted environment.

Data from multiple sources is centralized in an analytic data mart, scored and sent to the front-lines of your organization for action. Detailed management reporting is provided, ensuring full program transparency and ROI accountability. A closed-loop system ensures that analytical modules continue to improve over time based on the latest data and results.

Angoss' patented predictive analytics technology is used for the development of models and the deployment of solutions. This technology is supplemented with analytical expertise that spans over 20 years, providing customers with thought leadership and shared best practices in designing and implementing effective solutions.

Clients experience rapid time to value with reduced IT investment, and enjoy the benefits of industry leading analytics—without the need for highly specialized human capital.

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