

Heavy-Duty Automotive Parts Distributor Uses Artificial Intelligence and Predictive Sales Analytics to Increase Sales Revenue by 20%

How this leading B2B enterprise increased revenue and profit by using an AI-driven solution to identify and deliver actionable customer opportunities in real-time to its 400+ sales reps.



Challenge

The company needed to overcome flat growth in a highly-competitive marketplace, with high customer attrition rates.

Solution

The company implemented Zilliant IQ™, enabling them to:

- Enrich its CRM with actionable, real-time sales guidance for its reps, driving greater efficiency and effectiveness
- Use AI and predictive sales analytics to uncover and deliver the best sales opportunities at scale
- Increase customer revenue and retention rates, meeting the company's goals and investor expectations for growth

Key Outcomes

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Exceeded sales forecast
4 months earlier than expected

20%

Achieved 20% year-over-year revenue
increase in same-customer sales

\$1M

Drove \$1 million in additional customer
revenue per month

53%

Attained 53% win rate consistently on
identified customer growth opportunities

400

Armed 400 field sales reps with
customer-specific, actionable sales guidance

2.4%

Realized 2.4% revenue impact

Case Study

The executive team at this leading, heavy-duty auto parts company recognized the need to grow sales revenue and increase wallet share with their customer base. In addition, the company wanted to improve their customer retention rates, due to the lack of customer loyalty in their highly-competitive market.

This case study details how the company implemented an AI-driven, prescriptive sales analytics solution, which vastly improved the effectiveness of their sales teams and resulted in a 20% increase in sales revenue.

Flat Growth and Reduced Profits

After a period of growth through acquisitions, the distributor recognized that sales revenue and profit margins were flat due to stalled organic customer growth. The initial analysis pointed to a decline in customer relationships, with attrition rates estimated as high as 25%, at the product and portfolio level.

The company's executive sales leadership realized they had lost focus on expanding wallet share and retaining their existing customer accounts. To address the issue, the executive sales team implemented goals to accelerate profitable growth: first, increase sales revenue by 10% on a same-store basis, and second, increase customer retention rates by 50%.

As a leading distributor within the heavy-duty auto parts segment, the company operates nationwide selling more than 200,000 SKUs to 50,000 customer locations. Their customer base is serviced through regional, wholesale and retail distribution centers, with over 250 locations nationwide and 400 sales reps.

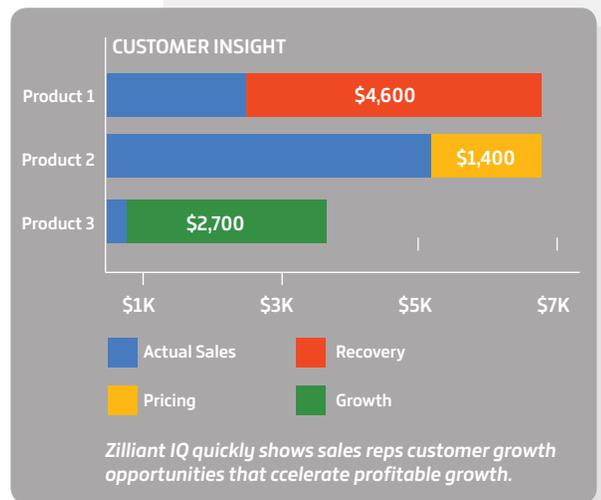
To equip their sales teams in meeting these goals, the Vice President of Regional Sales implemented new business intelligence reports to aid reps in growing wallet share and reducing customer churn. However, despite proper training of the new reports and intelligence, the executive team saw poor adoption rates across the organization. Sales reps did not have time or the inclination to scrutinize the data in the reports or other data analytics within their CRM.

The reality was that traditional BI and analytics reports could not deliver the actionable, prescriptive sales guidance that the sales reps' needed to quickly and easily identify the best opportunities for cross-sell, upsell and retention because of their large customer account base and vast product portfolios.

After these traditional solutions failed to deliver, the Regional Sales VP and executive team sought a solution that could provide its teams with actionable guidance to better manage their time and customer accounts; however, the solution needed to align with their sales incentive plans and integrate within their normal sales processes and tools while they were out in the field.

"Organic growth was stalling ... we found a way to speed past our competitors and increase revenue by 20%."

-Regional Sales VP



"Zilliant Sales IQ is the communication platform we use to guide our sales teams' efforts."

-Private Equity Firm Manager

Case Study



Strategic Diagnostic Uncovers Millions in Lost Revenue and Profit

The company's executive leadership team engaged in a data analytics and process diagnostic with Zilliant that uncovered the key issues contributing to a low share of wallet with existing customers and low customer retention rates. These issues translated to a loss of millions in potential monthly sales, and identified the actual dollar amounts and in what areas of the business the company could recapture lost revenue and profit. Zilliant's AI-based technology solution prescribes specific opportunities to grow revenue and profit, and the distributor decided to implement the AI-based predictive sales analytics solution to boost sales and recover lost profits.

Zilliant Helps Grow Sales Revenue and Sales Rep Commission Checks

The company partnered with Zilliant, the leading provider of AI-enriched SaaS solutions that accelerate profitable growth for B2B enterprises. They chose the Zilliant IQ platform because it provided digestible and actionable product recommendations to help their sales reps capitalize on the best cross-sell, upsell and retention opportunities for every customer account, at a scale that is unmatched by traditional data analytics methods. Within the solution, the Zilliant Sales IQ™ engine helps sales reps see the total spend potential of each customer account, identify additional products that the customer should be buying based on their historical purchases and customer profile, as well as detect when product purchases decline, or customers are at-risk of leaving, proactively alerting the sales rep before it is too late.

The distributor partnered together with Zilliant to define and deploy the new data-driven processes that provided sales teams with readily available, accurate and reliable customer and product intelligence. The patented AI engines work by consuming critical company data including historical and on-going customer, product and transaction data to produce recommendations and prioritize the best sales opportunities with the highest win rate. The company integrated these insights directly into the sales process, using Zilliant Action IQ™, by having them delivered to every salesperson weekly via tablets in the field, and later, by integrating them within their Salesforce.com CRM platform.



"Zilliant Sales IQ helps grow sales, grow commission checks and makes a rep's job easier."

-Regional Sales VP

Case Study



For every customer account, sales reps were proactively alerted when buying patterns began to erode and when additional opportunities were discovered to expand wallet share. The distributor's sales management team deployed the new process and AI solution with a strategic, change management approach. The deployment plan included multiple training sessions, regular communication and a sales contest to drive adoption. During the 4-week contest, the company realized a significant increase in win rates on the new opportunities identified by the solution.

The Results - 20% Year-over-Year Revenue Growth in Just 6 Weeks

In the six weeks after the initial implementation, the distributor observed a 20% increase in YOY revenue from the customer accounts within the regions that were using the solution. With the actionable sales guidance in place, the company exceeded the forecasted sales revenue goal 4 months earlier than expected. The success of the initial test group within the company resulted in an additional \$1 million of revenue captured per month, and once rolled out nationwide, the solution helped the company achieve its long-term goals for revenue and profit growth, as well as customer retention.

By integrating the prescriptive sales intelligence within their Salesforce CRM, the distributor created a central access point for reps to easily see customer data and the best opportunities for each account. Sales reps could simply log into Salesforce.com to quickly and easily identify their best opportunities within their customer base, resulting in greater usage and adoption of both the CRM and the actionable sales guidance.

By turning to an AI-driven and advanced analytics solution that delivers actionable and real-time sales insights directly within the CRM and sales processes, the company reduced the time their sales teams spent on pre-call planning and guided them with valuable information to grow customer relationships. Their approach to customers and sales changed from simple order taking to more consultative conversations that drove higher levels of revenue and profit, thus maximizing the immediate value of every transaction - and the lifetime value of every customer.

