



# Sales performance tracking for a healthcare company

## Client

A leading healthcare company, managing relationships with about 60,000 customers, having approximately 250 different types of products, and operations across 24 countries.

## Opportunity

The client wanted to proactively predict customer behavior in order to reduce churn and find cross-sell opportunities in a specific territory. SG Analytics helped build a customized solution in Salesforce, which acted as an early warning system for renewal of each product for customers in advance for different country/product categories.

SG Analytics redesigned the existing third-party architecture and customized the app as per the client's business requirements.

## Solution

Based on a detailed understanding of the client's technology and product stack, SG Analytics utilized predictive analytics to build a renewal app within the Salesforce ecosystem:

- SG Analytics' team helped gather and combine the client's historical customer data.
- The team built a predictive model in R, analyzing customer behavior for renewal of products along with a compact security model that defines the access data hierarchy among Salesforce users.
- The team integrated the predictive model with SFDC and developed a customized renewal app that helped predict renewals, prioritize at-risk customers, and cross-sell to existing customers across different countries/categories.
- SG Analytics built several dashboards and reports to help the client's sales managers visualize data and gain analytical insights for confident decision-making.

## Value Delivered

1

SG Analytics solution enabled an average increase of 10% in product orders.

2

The tool powered a 40% increase in revenue of select product categories post app implementation.

3

Overall, SG Analytics' deliverable increased the productivity of the client's sales representatives by 100%.



To know more about our Sales Analytics Services & Solutions  
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