



Sales Automation

Using Omnichannel Customer Engagement & Targeted
Recommendations using Machine Learning



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Overview

Plumb5 is a real-time customer engagement platform, powered by artificial intelligence, which helps business engage with their customer contextually, resulting in better customer experience, which in turn improves customer conversions, revenue conversions and brings more revenue per customer.





Problems we solve

1

Bringing together structured and unstructured data to create single record of the customer. We solve the problem of gaps in customer data and demonstrate higher accuracy in analysis

2

Using real-time scoring technique, we solve the problem of identifying and detecting customer intent, improving insights required for relevant targeted communication.

3

Using Collaborative Filtering, we demonstrate highly accurate recommendations, which makes targeting highly relevant resulting in revenue conversions.

4

By integrating all customer communication channels, we ensure that customer intelligence and engagement is served in real-time across any channel, ensuring relevant experience irrespective of the channel



Objective

Providing businesses with an AI platform that is capable of automating the following **use-cases**

- | | |
|------------------------------|---------------------------|
| 01 Prospect Engagement | 05 Cross-sell Campaigns |
| 02 Customer Acquisition | 06 Product Bundling |
| 03 Product Recommendations | 07 Purchase Predictions |
| 04 Dynamic Pricing | 08 Sales Automation |



Value Proposition

On an average, Plumb5 accurate insights has been instrumental in increasing more purchases by customers, both in terms of value as well as total transactions made by a single customer

Growth by Revenue

69%

Total increase in sales
value

Growth by Transactions

66%

Total increase in number of
transactions

Growth by Customers

56%

Total increase in new
customer acquired

Case Studies

01 | Ecommerce/Retail

Walmart India have customer interactions and purchases in more channels than one. This resulted in scattered customer data, which resulted in poor insights and less effective customer engagement.

Solution:

Plumb5 integrated omni-channel solution allowed in easy integration of their customer data, bringing offline and online experiences together. With new enriched data, Walmart has been successful in implementing highly targeted recommendations witnessing growth in customer conversions and revenue conversions



Case Studies

02 | Insurance

A leading insurance provider in India was finding it hard to identify customer behavior where it is important to sort delinquent customers from other profitable customers. The company also faced constant drop-outs in new acquisition due to inaccurate lead insights.

Solution:

Plumb5 integrated platform allowed in scoring each customer interaction, demonstrating highly accurate customer segmentation across multiple dimensions. The scoring technique was also used to identify abandonment by prospects, which allowed in targeted campaigns, thus improving prospect conversion.



Solution Areas

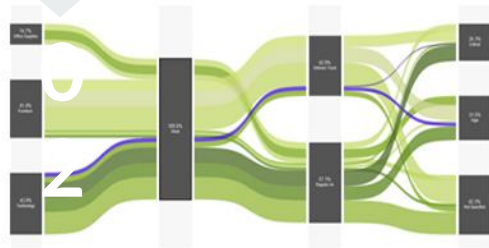


Omnichannel Engagement

Solution that allow seamless customer engagement across web, mobile, email, SMS, social, OBD and POS applications

Advanced Analytics

Solution that allows in real-time analysis of customer data for runtime insights and recommendations.



Insights and Visualization

Solution that helps business users to discover new insights and create dashboards for better decision management

A horizontal bar with a teal segment on the left and a light green segment on the right.

Secret Sauce

Plumb5 machine learning capabilities allow in real-time learning of customer behavior, and therefore can engage customers with highly relevant and contextual messages, resulting in higher customer and revenue conversions.

Target industries

Plumb5 Customer engagement is used by customers across various industries. Here is our top 5 verticals

- 01 | Retail and ECommerce
- 02 | Banking & Insurance
- 03 | Education
- 04 | Travel & Hospitality
- 05 | Real Estate





Customers

Plumb5 has more than 80+ happy customers, who have witnessed growth in either customer conversions or revenue conversions. Below is the list of large enterprises who use Plumb5 for their customer engagement





Vision

Omnichannel Customer Engagement

Engage customers across all touch-points for seamless contextual engagement.

Conversational UX

Allowing users to manage and discover data using natural language queries.

Customer Memory as a Service

Ability to serve customer memories to any touch-point which has both explicit and implicit learning.





Contact Us

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Thank you.

