BigProfiles

BigProfiles is the Artificial Intelligence platform for CRM, acquisition, and anti-churn able to predict the probability of purchase and churn of each customer.

1 Outbound and Inbound Acquisitions:

With BigProfiles it is possible to increase sales on hot leads and cold prospects by up to +30%, by identifying the purchase probability of each potential customer in order to customize strategies by prioritising highly prone leads and assigning them to the best performing salespeople.

2 Anti-churn, Retention and Loyalty:

Predicting the abandonment probability of each customer allows you to implement retention and churn prevention strategies, by identifying customers prone to abandoning the customer base it is possible to reduce the churn rate up to -12%. Additionally, predicting the future Customer Lifetime Value of each customer allows you to understand the potential economic value that each customer can generate in the future.

3 Cross-Selling and Up-Selling:

Identifying the propensity of each customer to buy a new product or upsell allows you to create targeted sales campaigns, without increasing brand pressure on your customer base. Thanks to BigProfiles you will be able to increase cross selling or upselling sales by up to +66%, by selecting the customers most inclined to buy in the campaigns.

Teleperformance
each interaction matters

Armatis
Your Customer First

doValue

MetLife

www.bigprofiles.com

✉ info@bigprofiles.com

How BigProfiles works?

Our platform can be used via the intuitive web interface or in real time with a connector to your CRM.

By installing the platform on your servers you can process the predictive model independently and data will not leave your datacenter. Do you need a cloud service? We can offer a server reserved for you to take advantage of our Artificial Intelligence.
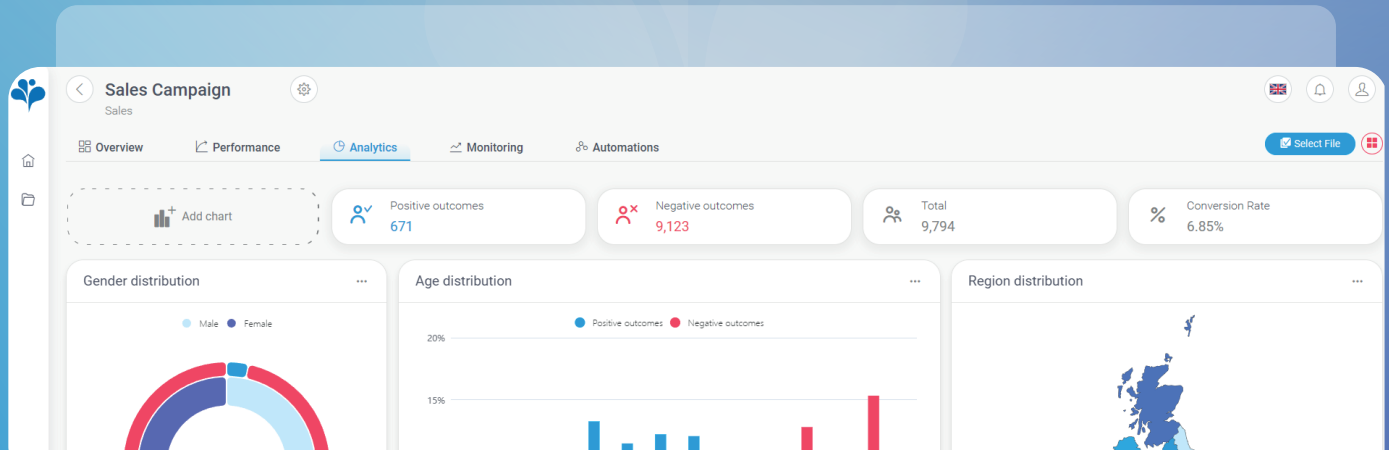
What is BigProfiles able to predict?

Activating BigProfiles is simple: just let the artificial intelligence analyse the historical results present in your CRM and the software will quickly identify the common characteristics of those who made the purchase or who left your customer base.

In this way, BigProfiles will then be able to identify the propensity to purchase or churn of every future contact within the company's CRM.

Various international companies have placed their trust in us and already optimize their sales processes with BigProfiles:

✉ info@bigprofiles.com   🌐 www.bigprofiles.com