

# AI Sales Guidance Finds \$87 Million Incremental Revenue

Leading data communication and equipment provider uses Artificial Intelligence and Machine Learning to empower their sales team.

**\$87M**  
Annualized Incremental Revenue

Our client wasn't short on data – they had it pouring in from multiple sources. But even so, they weren't getting the value from it that they needed and sales teams were feeling the impact. To uncover growth opportunities, they needed something to analyze their data and provide targeted and prioritized product and accessory recommendations. So they turned to us for assistance.

## NAVIK SalesAI Leads to 8% Increase in Total Sales

Integrating NAVIK SalesAI with their existing Salesforce tools, we provided sales guidance customized to every account. This led to:



\$87 million in annualized incremental revenue, which could be further broken down to



\$73 million from products, and



\$14 million from accessories.

It's important to note that these numbers reflect only one product and only two accessories; this project was in the nature of a test of AI's ability to benefit their sales team. It resulted in identifying new opportunities, estimating AI's impact on their sales processes (e.g. finding more cross-sell and upsell opportunities), and visualizing the empowerment such a tool brings to their sales team.

## Turning Data Into Account-Level Insights

This project started with product data from accounts, transactions, CRMs, Salesforce opportunities, and external sources. We used AI-based pattern recognition and guided optimizations to drive our recommendation engine. Combined with an automated push service to their Salesforce database, this powered custom web and mobile apps as well as dashboards for sales reps, leaders, and teams.

These dashboards allowed the sales team to access automatically generated opportunities, to create or search for opportunities from the generation module, and to see all historical and predicted information for each account and opportunity. At the team level, users could create custom campaigns and manually add opportunities into their game plans. In short, sales teams could now see new actions, add or create new action items, receive guidance for existing opportunities, and understand the basis for the AI action recommendations.



## Empowered to Greater Sales

Being able to see, prioritize, and understand the rationale behind account-level recommendations has helped the sales team act more effectively. They can provide tailored suggestions to their clients as well as decide when and what to cross-sell and upsell. NAVIK Sales AI not only gave the sales team a new AI ally, it also showed the way to increasing