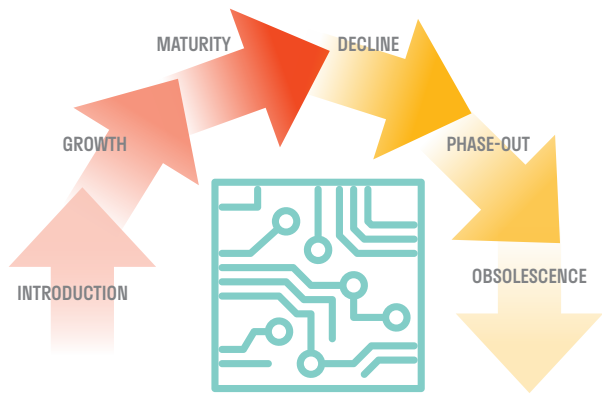


DYNAMICS

Six product lifecycle stages:



30%
ANNUAL CUSTOMER CHURN

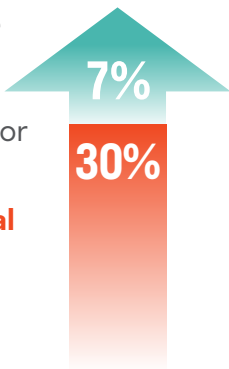
- Cutthroat market with thousands of customer/product combinations to track
- Race to capture business before decline phase
- Competitors undercut prices

Start each year in the hole

Goal of 7% growth must factor in 30% churn

Essentially a 37% growth goal

READ CASE STUDY



DISAPPEARING SALES

Electronic components distributors experience significant unnoticed or unaddressed loss of revenue due to declining share of wallet and outright defection to competitors.

4.33%-15.07%
ANNUAL REVENUE LOSS DUE
TO CUSTOMER CHURN



\$1 billion electronics components distributor:
\$150,700,000 REVENUE LOSS PER YEAR

Up to 15% can be recaptured in same-customer sales

EXPLORE BENCHMARK

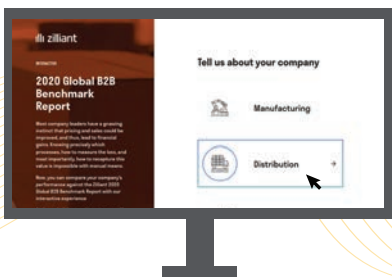
SOLUTION: FLAG THE FIRST SIGNS OF CUSTOMER DEFECTION

- Sales IQ
 - Identify at-risk customers that are showing early signs of defection in one or more product categories
 - Account for buy-cycle patterns, seasonality, one-time purchases and volatile buying behavior to exclude false positives
- Campaign Manager
 - Turn recovery insights into systematic, targeted sales actions with a self-service campaign creation interface
 - Publish recovery actions to wherever sales reps need them
- By halting and reversing churn, electronic components distributors can capture 5-15% more revenue in same customer sales

zilliant
SALES IQ

zilliant
CAMPAIGN
MANAGER

REVERSE
CHURN
AND CAPTURE
UP TO 5-15%
MORE REVENUE IN SAME CUSTOMER SALES



TAKE OUR INTERACTIVE ASSESSMENT