stratifyd

One insight can have big impacts across the enterprise

ACME Corporation — a business that provides consumer electronics and sevrices — recently onboarded Stratifyd as its single source of truth for customer, product, and brand-focused data analytics. Stratifyd aggregates multiple structured and unstructured data sources for ACME Corp, including surveys, social media, chat, calls, products reviews, and CRM systems.

Through its powerful, proprietary AI, Stratifyd identified a key trend that ACME team members didn't uncover on their own: **Customers were interested in a product bundle that ACME hadn't promoted much, but they couldn't figure out where to buy it.**

The **insight traveled through the ACME Corp** to impact several business units across the enterprise:

Contact center

TACTICS

Improved rep training to better direct customers seeking to purchase the bundle
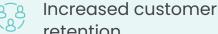
Changed script for cancellation requests to include offering the bundle at no additional cost to customers in danger of churn

IMPACTS

Improved Net Promoter Score

Increased customer retention

Marketing

TACTICS

Made changes to the website to make it easier to purchase the bundle

Ran new marketing campaign to showcase the bundle

IMPACTS

Reduced customer acquisition costs

Improved brand visibility

Product

TACTICS

Improved the UX for in-app purchases

Explored and market tested similar bundled products

IMPACTS

Superior customer journeys

Better product reviews on social media

Operations

TACTICS

Understanding of actual v. perceived product demand gave team the confidence to negotiate with supplier for bulk orders at lower cost

Explored channel partnerships that might yield similar products

IMPACTS

Improved the bundle's cost of goods to increase the net revenue

Expanded the sales footprint

Want to learn more?
Please visit www.stratifyd.com

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This scenario is based on the experiences of multiple different customers.