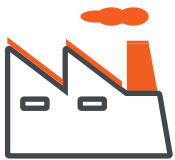


# Transforming IT Sales: The Predictive Propensity Model

## Case Study



### Client Overview:

A leading Fortune 500 tech giant, renowned for its vast array of computer technologies and IT solutions, including cutting-edge storage, cybersecurity, and cloud services, marks its dominance in the Information Technology sector.

### Strategic Focus:

Chosen for its innovative approach in refining sales tactics, this category highlights the shift towards utilizing predictive models for enhanced account targeting, ensuring strategic alignment with market demands and customer needs for impactful business growth.





## Business Challenge:

The client grappled with refining their sales strategy through advanced propensity modeling, aiming to elevate customer identification and engagement for a more efficient and effective sales approach.

This challenge demanded a nuanced understanding of customer behaviors and needs to boost engagement likelihood.

## Quation's Tailored Approach:

### Strategic Analysis:



Deployed PZB Model predictive analytics for nuanced customer engagement, identifying high-potential leads based on in-depth behavioral and purchasing patterns analysis.

### Tech-Driven Solutions:



Utilized advanced analytics for dynamic, data-driven insights, optimizing sales strategies and customer segmentation for maximum engagement and conversion efficiency.

### Efficiency Optimization:



Crafted customized solutions for audience identification, segmentation, and mapping, employing quarterly updated propensity modelling to ensure adaptive, targeted marketing tactics aligned with customer journey stages, enhancing overall sales optimization and pipeline management.

## Impact Amplified:

### Quantifiable Outcomes:



Achieved **94.8% accuracy** in **customer behavior scoring**, with **predictions ranking effectiveness at 90.5%**.

### Strategic Wins:



Unveiled key factors influencing engagement, **optimized resource allocation** with significant gains, and identified **high-potential customers** with a **76.53% KS statistic**, driving **enhanced sales** and **strategic marketing success**.