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– Barry Johnson, Aftermarket Sales Leader for a Fortune 500 manufacturer

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Predictive Modeling and “Yes” Leads

With the groundwork done, Barry’s firm could then feed the refined database into Entytle’s proprietary and innovative Predictive Opportunity Generation Engine for processing. The engine considers hundreds of data points, including order history, contacts, service history, shipping data, bills of material, consumption models, marketing information, et cetera. Entytle algorithms, based on an expert aftersales knowledgebase, then identifies high conversion-rate opportunities. The output is then fed directly into the company’s CRM system of choice for distribution to associates.

“We immediately saw a high rate of “yes we want more information” responses,” Barry said, “and in our experience, these ‘yes’ responses translate into a 75% close rate.” In fact, it took just five weeks to close new business and generate \$500K of new leads per week beginning in the first month using the Entytle system.

From first visit to fully operational Entytle system took just two months. In six months, Entytle has created a \$6M pipeline of incremental, high-probability leads for Barry’s company.

Best Is Yet to Come

“One of the best features of our system is its ability to learn,” said Vivek Joshi, Entytle CEO. With its highly sophisticated tools, Entytle can draw on any and all of the following data to identify highly targeted sales leads:

- CRM data
- Field service notes
- Past purchases
- Order histories over time
- Consumption models
- IoT device data
- Channel intelligence
- Marketing intelligence

As each sale is logged—or reasons given for no sale—the data becomes a part of Entytle’s ongoing knowledge base, creating a continuous process of refining criteria for identifying actionable sales opportunities.

“We have already seen the initial results,” said Barry. “I am 100% confident that we’ve hit on the right solution to grow our business according to plan.”



About Entytle

Headquartered in Mountain View, California - Entytle is the global leader in aftermarket revenue growth. Entytle takes pride in leading efforts to improve the efficiency and effectiveness of the aftermarket industry and in serving as the platform for sharing best practices among our members.

Our innovative aftermarket platform, Entytlement Automation™, is continually evolving to help our customers capture and grow aftermarket revenue while streamlining the traditional aftermarket process. By generating highly-qualified aftermarket opportunities that are executable by sales and service teams, Entytle empowers clients to drive aftermarket revenue while strengthening existing relationships with customers.

For more information, please contact Entytle at 650-687-7293 or via email at info@entytle.com.