OVERVIEW

KewOptimise is a product that optimise sales performance by leveraging big data analytics, Artificial Intelligence (AI) and behavioural science. It analyses the consumer's propensity to buy & upsell/cross sell opportunities with high accuracy and gamifies the selling process to drive motivations and actions of the sellers that ultimately helps the organisations to achieve measurable success.

KEY FEATURES & BENEFITS

Enhance Lead Allocation with Predictive Modelling and micro-Segmentation

KewOptimise applies AI-powered data acquisition to obtain all relevant public data and mash up all the structured and unstructured data from internal and external sources to perform predictive modelling and micro-segmentation. It helps the organisation to allocates leads intelligently based on the predictive outcome about the target audiences' behaviours and the sales person's strengths. It matches each of the respective leads to the most suitable sales person to optimise the leads allocation with higher appointments and closing rate. The diagram below shows a clearer picture about the process:

Key Features

- Predictive modelling and micro-segmentation for lead allocation optimisation
- AI-powered data acquisition to combine all relevant data sources
- Talking points generation & contextual data-driven engagement
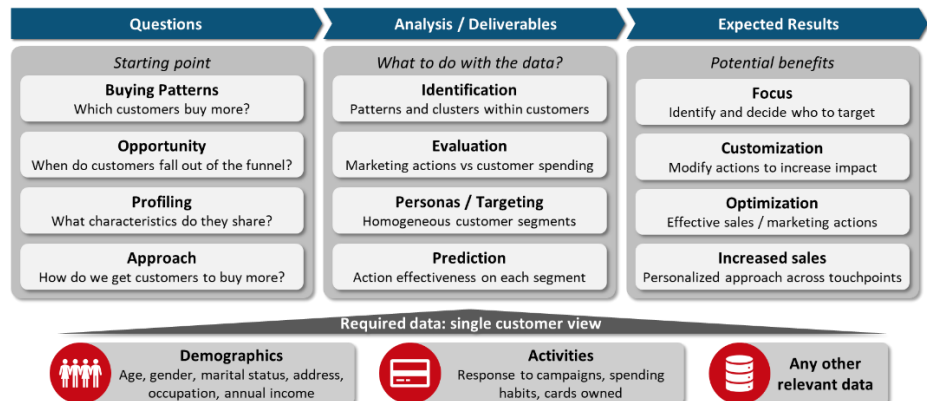- Gamification to drive behaviours and actions
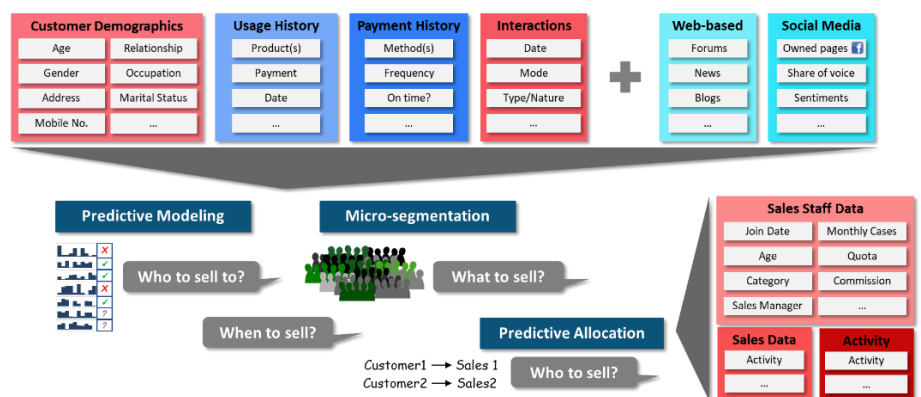
Answers Crucial Questions and Increase Marketing Effectiveness with Homogeneous Miro-segments

By applying advanced machine learning models, KewOptimise is able to answers for crucial questions like who is going to buy in the **next 90 days**, which product should be positioned to the prospect that produce highly

Key Benefits

- Enhance lead allocation by matching the most suitable sales person
- Generate talking points to quickly build rapport and interest
- Drive motivations and sales with gamifications

Related Products

- KewMann Artificial Intelligence (KAI)
- KewMann Influence Platform (KIP)

accurate predictive results. Besides, homogeneous micro-segments allow the organisation to enjoy several expected result or potential benefits as below:

Questions	Analysis / Deliverables	Expected Results
Starting point	*What to do with the data?*	*Potential benefits*
Buying Patterns Which customers buy more?	**Identification** Patterns and clusters within customers	**Focus** Identify and decide who to target
Opportunity When do customers fall out of the funnel?	**Evaluation** Marketing actions vs customer spending	**Customization** Modify actions to increase impact
Profiling What characteristics do they share?	**Personas / Targeting** Homogeneous customer segments	**Optimization** Effective sales / marketing actions
Approach How do we get customers to buy more?	**Prediction** Action effectiveness on each segment	**Increased sales** Personalized approach across touchpoints

Required data: single customer view

Demographics Age, gender, marital status, address, occupation, annual income	**Activities** Response to campaigns, spending habits, cards owned	**Any other relevant data**

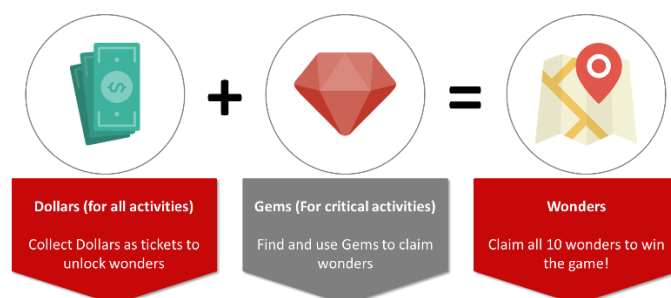## Increase Appointments and Closure by Generating Talking Points and Guided Selling

KewOptimise provides the unpreceded understanding of the prospects and customers while generating effective talking points that allows the sales persons to quickly build rapport and interest with the prospects and customers. It could increase chance to have appointments and closure. It also provides the contextual data-driven engagement which includes Nudge, Recommendation and Reward to drive motivation and actions in order to achieve desired outcomes.
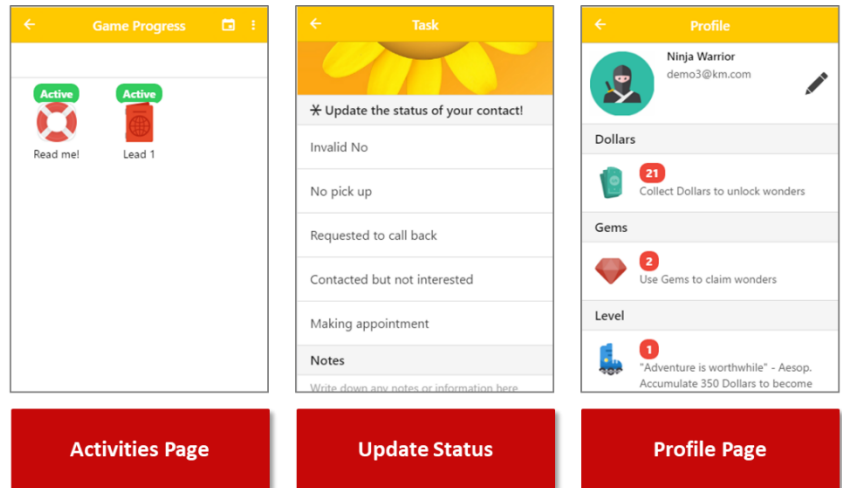
Optimise Sales with Gamification

KewOptimise allows organisation to integrate with their KPIs and systems to directly gamify the entire work process or sales process with flexible and configurable gamification mechanics that allows great user experience while driving behaviours and actions to optimise sales. Game elements were used to drive sales & implement predictions. The below screenshots show the example of gamification concepts and the implementation:

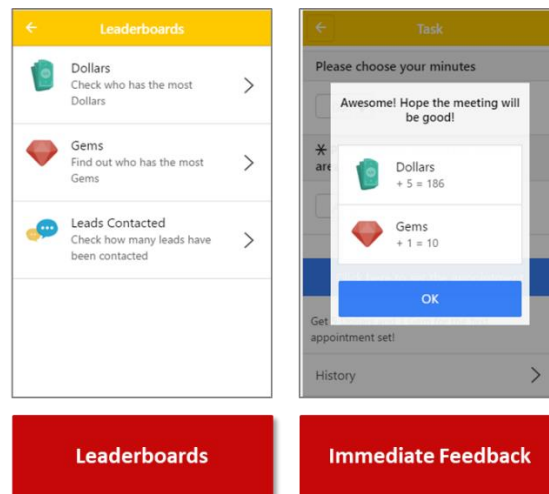| Dollars (for all activities)	Gems (For critical activities)	Wonders
Collect Dollars as tickets to unlock wonders	Find and use Gems to claim wonders	Claim all 10 wonders to win the game!

KEWMANN

Activities Page

Update Status

Profile Page

Leaderboards

Immediate Feedback

Learn More

Get yourself a free consultation specifically for your organisation with KewMann experts at https://www.kewmann.com/company/contacts.

About KewMann

KewMann is the only data and behavioural science company in Asia that acquires, analyses and applies data to predict and influence human behaviours. In an increasingly digitalised world, KewMann believes that organisations must fully leverage all structured and unstructured data to gain deeper insights about the customers and employees in order to deliver products or services that could effectively and efficiently achieve organisational goals and gain the ability to influence the desired outcome.

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