



*Your
Knowledge
Partner™*

X-SellAnalyst™

*Maximize your cross-sell opportunities
with intelligent recommendations*



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How to Sell More

Importance of Recommendations

- Every customer contact point is an opportunity to sell more
- Selling to existing customers is less costly than acquiring new customers
- Offering product or services that fit the needs of each individual customer builds customer loyalty
- Sophisticated customers expect personal relevant information

Intelligent recommendations can increase both sales and customer satisfaction

Where traditional CRM falls short

- Personalization is a key component in lasting customer relationship
- CRM systems cannot handle the complex, real-time interaction that is required for e-commerce
- Most of today's personalization efforts are fairly simplistic
- Current methods provide very little understanding of what worked and did not work

Traditional CRM by itself is not sufficient to manage comprehensive personalized customer relationships

What is an “intelligent” recommendation system?

- Considers individual customer preferences
- Takes several concurrent issues into account, e.g. inventory at hand and profit margins
- Generates recommendations in real time
- Uses sophisticated algorithms to find recommendations with the highest sales probability
- Can improve its performance over time

Many systems can only recommend something on next customer visit , but “next time” can be “never”

Who needs recommendation systems?

- On-Line Retailers
- In-Store Retailers
- Call Centers
- e-Commerce B2B portals

"If I have not applied for your new credit card the first couple of times I saw an ad, what makes you think I'm going to after I see the same ad fifteen times?"

An e-commerce customer

Benefits of X-SellAnalyst™

- Packaged as a COM module – can be easily integrated into your current CRM system
- Identifies the best cross-sell opportunities on-the-fly
- Very fast response time (<1 sec for 100,000 products)
- Scales very well for processing large volumes of data
- Works with any relational database
- Takes into account the probability of purchase, as well as margins for individual products
- Supports Windows NT 3.51/4.0, 98/ME/2000/XP

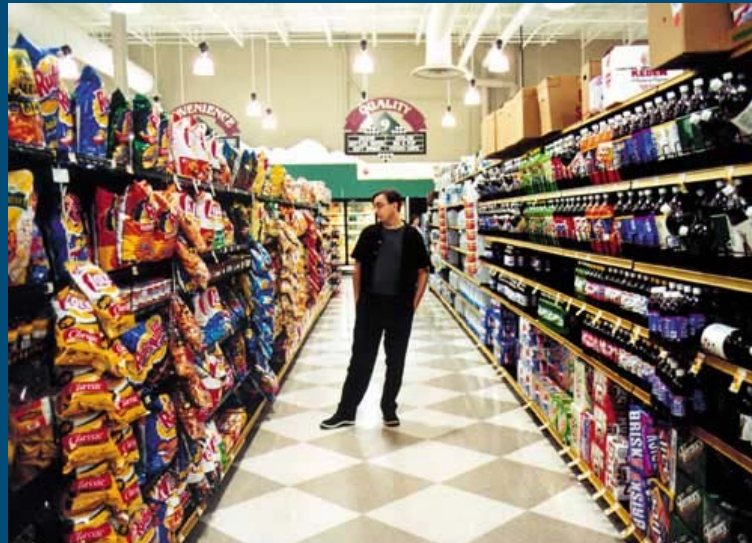


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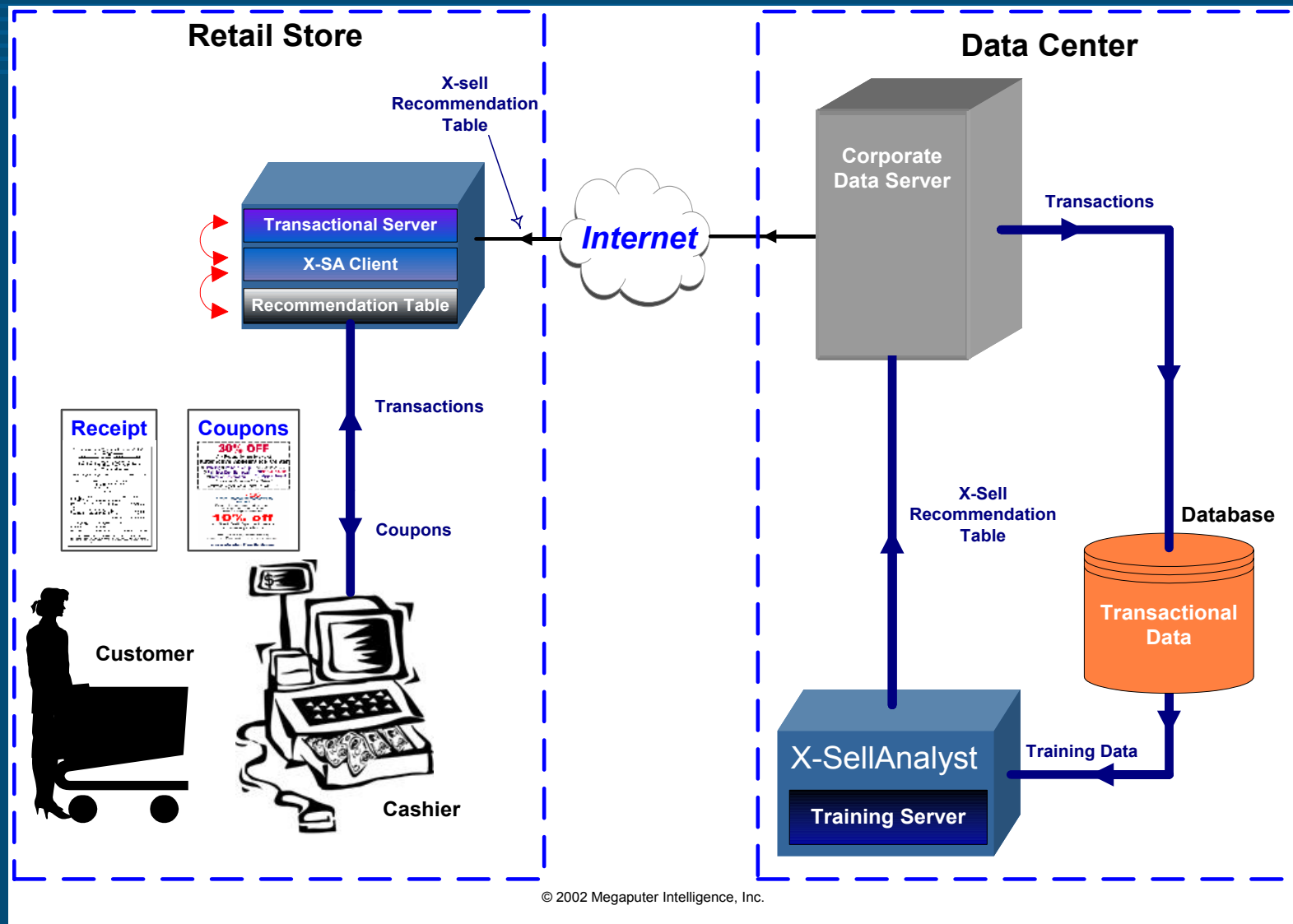
Areas of Application

In-Store Retailers

- Start managing your coupons in a more effectively.
- Utilize customer information and shopping history for targeted couponing and promotional campaign.
- Don't merely convert customers between product brands, but build their overall shopping basket.



In-store retailers - Application Example



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On-line Retailing

When your competitor is just a click away, it is crucial to attract maintain visitors with relevant and useful information.

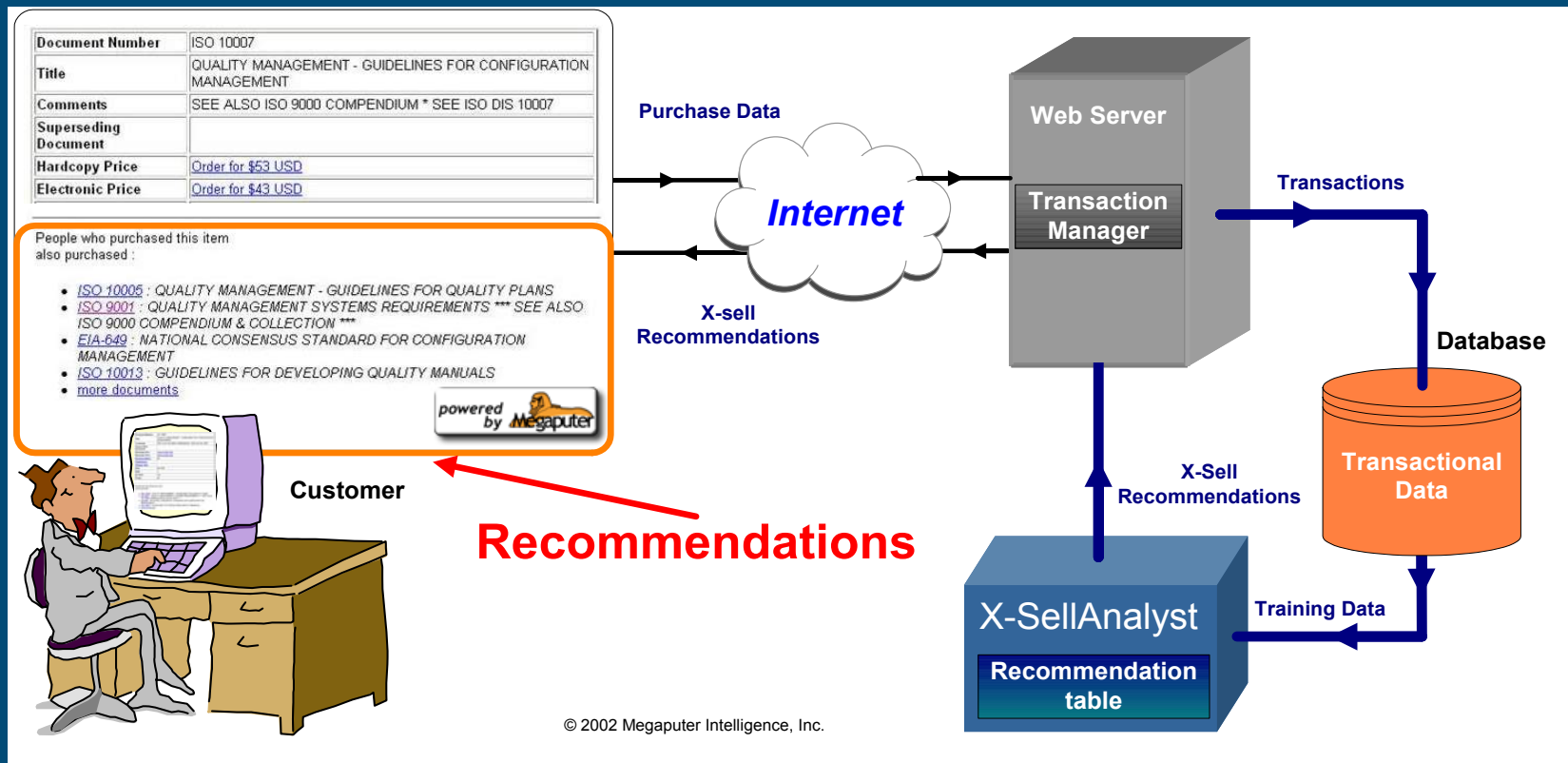
Apply X-SellAnalyst to provide targeted promotions and make intelligent product recommendations.



“If I have 3 million customers on the Web, I should have 3 million stores on the Web.”

Jeff Bezos, CEO of Amazon.com™

On-line Retailing – Application Example



X-SellAnalyst™ - Website Integration

**X-SellAnalyst in action
at the IHS Engineering
website**



Document Number	ISO 10007
Title	QUALITY MANAGEMENT - GUIDELINES FOR CONFIGURATION MANAGEMENT
Comments	SEE ALSO ISO 9000 COMPENDIUM * SEE ISO DIS 10007
Superseding Document	
Hardcopy Price	Order for \$53 USD
Electronic Price	Order for \$43 USD
Revision/Edition	95
Supplement	
Change Type	
Date	04/15/95
RCP	L
In Stock	Yes
Pages	20

People who purchased this item also purchased :

- [ISO 10005](#) : QUALITY MANAGEMENT - GUIDELINES FOR QUALITY PLANS
- [ISO 9001](#) : QUALITY MANAGEMENT SYSTEMS REQUIREMENTS *** SEE ALSO ISO 9000 COMPENDIUM & COLLECTION ***
- [EIA-649](#) : NATIONAL CONSENSUS STANDARD FOR CONFIGURATION MANAGEMENT
- [ISO 10013](#) : GUIDELINES FOR DEVELOPING QUALITY MANUALS

Selected Product

**Recommended
cross-sell
opportunities**

"Testing X-SellAnalyst™ for the call-center system resulted in a number of up-sell purchases, which have nearly paid for the new system ."

***Jaren Green, Online Marketing Manager
IHS Engineering***

Call Centers

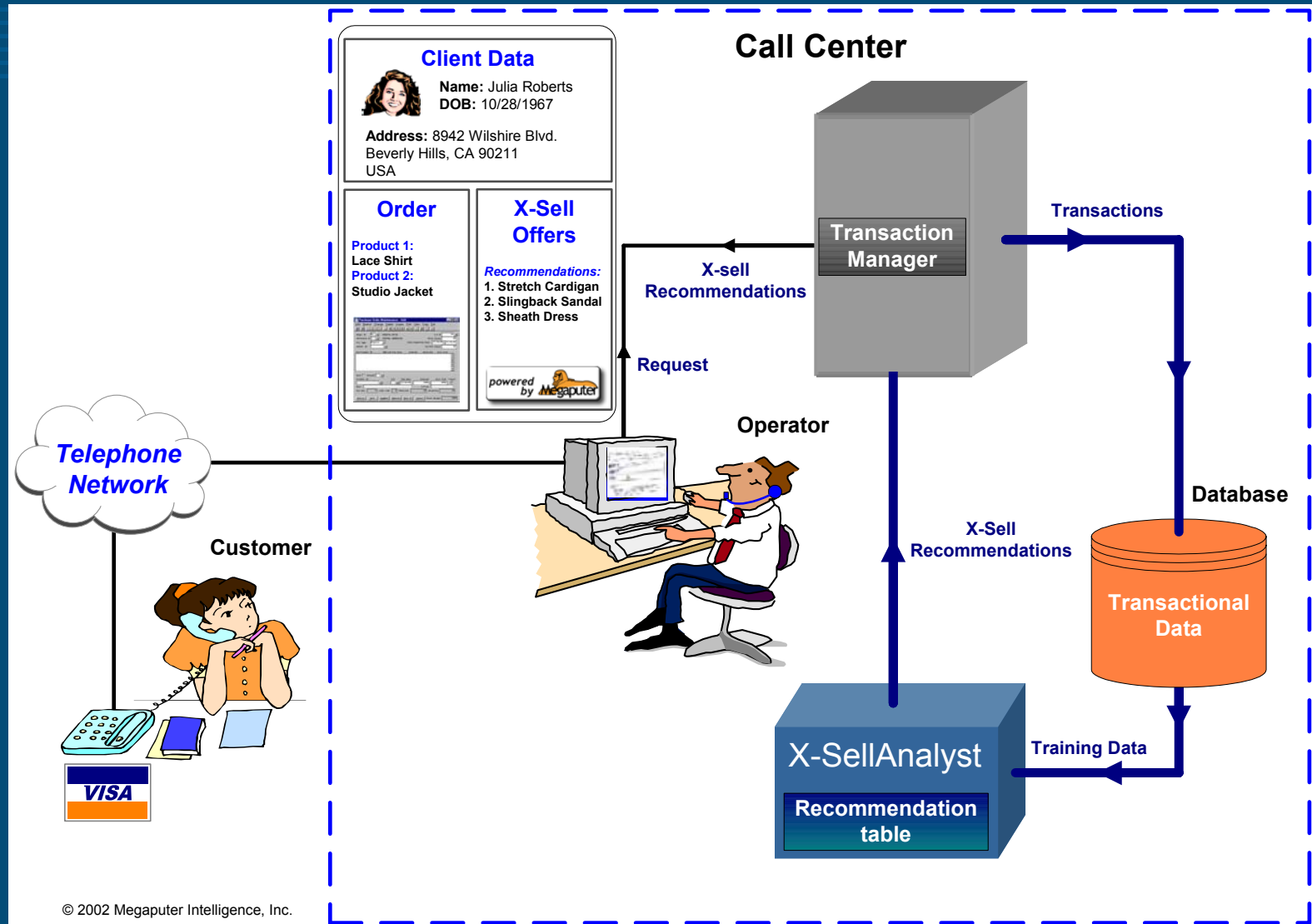
It is essential for sales people to have effective real-time tools assisting them in selling more items from their extensive inventory over the phone.

With X-SellAnalyst, they are able to always see instant personalized recommendations for every customer they talk to based on historic and current transactions.

X-SellAnalyst helps them succeed by fully utilizing cross-sell opportunities.



Call Centers – Application Example



Call Center Interface Example

Empower Call Center Representatives



Select a Product

Erythropoietin State-of-the-Science and future
USA Functional Eatery Markets
Global underwater Optic Routes scheme
Africa-Pacific Optic Long-Haul Routes scheme

Shopping Basket

Global underwater Optic Routes scheme
Africa-Pacific Optic Long-Haul Routes scheme

Add

Remove

Clear Basket

Submit Basket

Recommendations

Product	Last Purchase	Profit Margin	Relative Prediction
Multinational Optic nets: A worldwide Market Assessment	8/13/01	34%	<div></div>
Internet Via space summary e-Business	7/1/01	10%	<div></div>
Internet Service Providers: Market Potential	10/22/01	90%	<div></div>

Control Settings



Customer 1



Customer 2

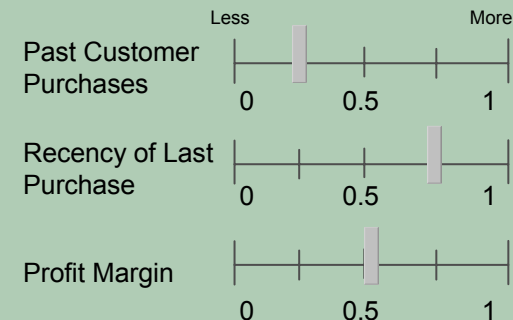


New

Last 3 purchases

Telecom and TV Television Internet Strategies
Market for Ultra-fast Components: analysis
Data Communications: Competing for a Growth Market

Weight Settings





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Getting Started

Choosing the right recommendation system

- Can the system make recommendations in “internet time”?
- Can the system take into account the profitability and recency of purchase when making recommendations?
- Does the system make recommendations based only on the last transaction, or it can take into account the entire history of recent transactions?
- Can the system scale to your growing needs?

*X-SellAnalyst™ gives you positive answers
to all of these questions*

Summary

- Traditional CRM by itself is not sufficient to manage comprehensive personalized customer relationships
- Intelligent recommendations can increase both sales and customer satisfaction
- Many systems can only recommend something on next customer visit , but “next time” can be “never”
- Choose a system that best fits your business model and brings sustainable competitive advantage

Maximize your cross-sell opportunities with X-SellAnalyst™

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