



**Thutech**

A customer success company

# CRM Upsell Cross-sell Recommendations Engine

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[www.thutechs.com](http://www.thutechs.com)

Pune- India | London- UK | Houston - US



## Cross-Sell & Up-Sell

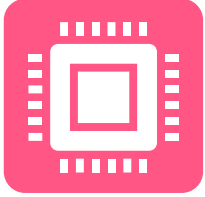
# About Thutech

- Thutech Infosystem Pvt. Ltd (Thutech) is a CRM consultancy company headquartered in Pune, India
- Founded by members with 10+ years expertise entirely in CRM with global offices at London-UK and Houston-US.
- Our vision is to innovate CRM through Machine Learning, NLP and AI based solutions and offer CRM services.
- We offer depth and breadth of CRM consultancy and cover entire CRM lifecycle;
  - CRM process consultancy and innovative solutions
  - Product and licenses evaluation
  - Setup and implementation
  - Maintenance and Support
- Serve global clients across different verticals and regions
- CRM engagements involving consulting, implementation, support of CRM systems

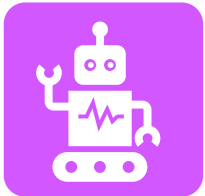


# CRM Recommendation machine learning Plugin

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Plug-in for CRM application to help sales through automated product recommendations



Leverages CRM system data and gives product recommendations through sort of AI based algorithm for Upsell.



Sales team gets 'Customers who bought this, also bought that' type of B2B product recommendations while working on an Opportunity in CRM system

# Benefits



## Sales

- Displays appropriate matching products for better upsell cross-sell
- Plan a proper approach for upsell, cross sell and more products sales
- Better account mining options through data driven insights



## Marketing

- Recommendations report gives most recommended products with corresponding accounts.
- Plan appropriate 1:1 marketing activity for selected customers

**Example:** When a product is recommended by CRM Plugin for few accounts, marketing team can plan a focused seminar or webinar, conference only for selected customers.



## Cross Team Collaboration

- Better cross Team collaboration to coordinate for more product Sales/Marketing
- Better Trainings planning

# Overview

Salesperson clicks on 'Show Recommended Products' button on Opportunity



On Click additional recommended Products will be displayed by matching the products (all/any) in current opportunity



These products can thus be leveraged to sell more when a Sales Rep is working on an Opportunity through the insights from CRM Plugin.



Recommendations Data is saved and mapped against the Account which can be later leveraged for Account mining and effective 1:1 marketing.

SalesRep clicks on button and gets product recommendation based on legacy data.

Product Name	Product Code	Product Family	Relation Type	Frequency	Reference Opportunities
Diat-MAP-MAP	40044-10578	Software	all	12	0064Q00001XCpZUQA1; 006a00000
Diat-MXt-MX	40044-10576	Software	all	11	0060c00001RIUpAAN; 006a000001
Diat-CAE/Injtion	40044-10598	Software	all	7	006a000000y9anbAAA; 006a0000011
Diat-RPt-RP	40044-10633	Software	all	6	0064Q00001XCpZUQA1; 0064Q0000
Diat-CAE/Draping	40044-10599	Software	all	3	0060c00001UyYn6AAL; 0060c00001
MSastran LS ndle	40001-20346	Software	all	2	0060c00001WkvPWAAZ; 0064Q0000
MSpex Modeleeler	41000-21001	Software	all	2	0060c00001WkvPWAAZ; 0064Q0000
Pan Generic tors	40017-10643	Software	all	2	0060c00001WkvPWAAZ; 0064Q0000
MaComplete Pkage	40013-20275	Software	all	1	0064Q00001XCV0xQAH;
MSastran Strkage	40001-20322	Software	all	1	0060c00001PCwsxAAD;
Diat-MXt-MX	40044-10576	Renewal	any	8	006a0000013qehAAA; 0060c00001V
Tring Seminarans	99998	Services	any	8	006a0000010FR0AAO; 006a000001

Leverages CRM system data for AI and gives best upsell, cross-sell product recommendations through built-in Sales pattern study algorithm. Sales team gets 'Customers who bought this, also bought that' type of B2B product recommendations while working on an Opportunity in CRM system

Please refer links below for more information

- [Demo \(30 sec\) - Upsell Cross-sell Recommendations Engine](#)
- [WhitePaper - Upsell Cross-sell Recommendations Engine](#)

# Thank You



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