

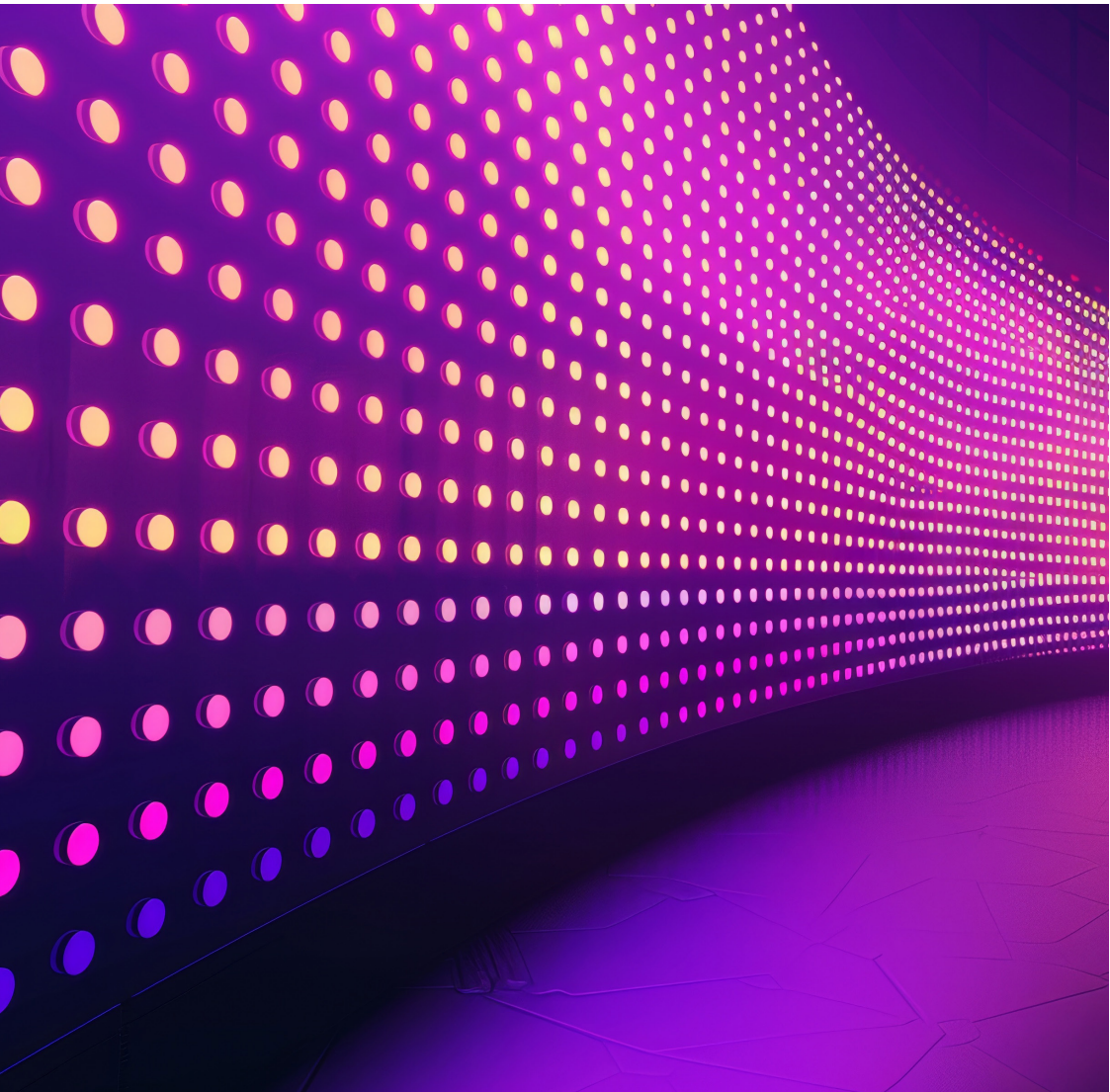
# Augmented Analytics Streamlines Sales Reviews

A Major Indian Telecom  
Company



Empowering a major Indian telecom's nationwide field sales force by **streamlining sales data** for a

# 5% Boost in Satisfaction Scores



## The Backstory and the Business Challenge

The client managed a complex reporting ecosystem, tracking numerous metrics related to sales and overall business performance. However, the sales team faced significant challenges, including:

### Data Overload

The sheer volume of metrics made it difficult to derive actionable insights.

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### Limited Data Fluency

While the sales team understood the metrics, they struggled to interpret and act on them effectively.

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### Lack of Contextual Insights

Teams found it challenging to grasp the underlying reasons behind fluctuating metrics on a daily or weekly basis.



# SGA Approach

To address these challenges, the client partnered with SGA to deploy an augmented analytics solution aimed at transforming their sales review process by:

- **Automating Insight Delivery:** Introducing an AI-powered system to surface critical insights and anomalies.
- **Simplifying Data Interpretation:** Converting complex data into natural language narratives, thereby eliminating data overload.
- **Root Cause Analysis:** Providing clear attribution for metric shifts, enabling informed decision-making.
- **Localized Actionable Insights:** De-averaging metrics to pinpoint performance variances at local levels, empowering leadership to target interventions precisely.

## SGA implemented a robust, scalable solution leveraging advanced analytics:

- **Anomaly Detection at Scale:** Algorithms scanned the data, highlighting significant deviations across multiple dimensions, including seasonal trends, shifts in product and device mix, and customer cohort dynamics.
- **Localization of Insights:** Advanced techniques, such as decision trees, enabled the de-averaging of metrics, isolating key performance drivers within geographies, territories, and customer and distributor segments.
- **Personalized, Contextualized Insights:** Reports were tailored based on the historical behavior of individual users and peer group benchmarks.
- **Automation and Integration:** The entire process was automated using Spark on Kubernetes, with insights delivered in real time via a Telegram bot, providing the sales teams with personalized alerts and actionable insights on the go.
- **Persona-specific Reports:** Automated alerts, delivered hourly, daily, and weekly, were tailored for different roles within the sales teams.

# The Impact

## Increased Adoption

Personalized, real-time insights led to significant adoption across the sales organization.

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## Improved Satisfaction

Customer satisfaction scores for the reporting enablement team improved by over 5%.

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## Efficient Reviews

The system tracked actions and escalations, streamlining sales reviews and reducing meeting time for supervisory teams.



## About SG Analytics

SG Analytics, a Great Place To Work®(GPTW) certified company, is one of the leading investment research and analytics firms offering high-quality, end-to-end research solutions to global capital market participants. With presence in India, the UK, Europe, the US, and Canada, SG Analytics has been consistently meeting and exceeding customer expectations by its knowledge-based ecosystem and impact-oriented solutions.

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