

# **Maximize Upsell Cross-sell with CRM** **recommendations Plugin**



## **Abstract**

Each Organization wants to increase sales and needs the Sales team to sell more. Companies have a mix of complimentary products which can be sold with each other via upsell or cross-sell. Sales team works on opportunities in CRM system and manages its pipeline, forecasts through CRM applications. As sales team works on opportunities, 'CRM recommendations Plugin' leverages CRM system data and gives best upsell, cross-sell product recommendations through built-in Sales pattern study machine learning algorithm.

With the recommendations plugin Sales team gets 'customers who bought this, also bought that' type of product recommendations while working on an opportunity in CRM system. It enables them to sell more and helps organization plan effective 1:1 customer marketing with recommendation-based product insights.

The plugin operates with highly scalable open-stack machine learning cloud model for fast response and quick setup. It is CRM agnostic and works with any CRM within organization to leverage its benefits. With this unique approach it delivers faster time to value.

## Business Challenge:

Cross-selling and upselling are strategies to earn more revenue from existing customers. Because driving revenue by retaining existing customers is the name of the customer success game and strategies that drive even more revenue like cross-selling and upselling have huge ROI.

Sales people need to plan this properly. They should remember and understand technicalities in detail for the products for cross sell or upsell. This is not easy and particularly for companies having a good mix of complementary offerings, sales team rely on guess work or best judgement. They also do not have reference data handy for decision making when working with customers to understand cross sell or upsell done earlier in similar situations.

It's 5-25X more expensive to acquire a new customer than it is to retain an existing one. And when you do retain a customer, they're more likely to spend more and purchase more frequently.<sup>1</sup>

## Solution:

While organizations today define different strategies for effective upsell and cross sell, the machine learning algorithm-based **CRM recommendations engine automates the entire process in a very different way**. It leverages the sales data lying idle in CRM application and with combination of highly scalable ML stack on cloud leverages this data for appropriate upsell, cross sell recommendations to the sales team as they work with customers.

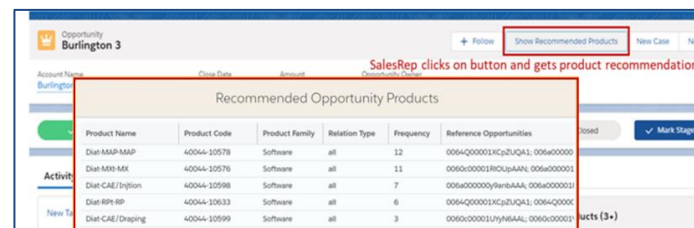
## How it Works:

As Salesperson works on an Opportunity, they click on 'Show Recommended Products' button.

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

These products are then leveraged to sell more while working on an opportunity against a customer.

Recommendations data is also saved and mapped against a particular account which can be later leveraged for account mining and effective 1:1 marketing.



The screenshot shows a CRM interface for 'Opportunity Burlington 3'. A red box highlights the 'Show Recommended Products' button. A red arrow points to the button with the text 'SalesRep clicks on button and gets product recommendation'. Below the button is a table titled 'Recommended Opportunity Products'.

Product Name	Product Code	Product Family	Relation Type	Frequency	Reference Opportunities
Diat-MAP-MAP	40044-10578	Software	all	12	0064c00001Kc2UQA1; 0064c00000
Diat-MR-MK	40044-10576	Software	all	11	0060c00001R0UqAAN; 0064c000001
Diat-CAE/Injion	40044-10598	Software	all	7	0064c00000YenBAAA; 0064c000001
Diat-RP-RP	40044-10633	Software	all	6	0064c00001Kc2UQA1; 0064c00000
Diat-CAE/Draping	40044-10599	Software	all	3	0060c00001UyNBAAL; 0060c00001

## **Benefits:**

The recommendations plugin helps organizations for effective Sales, Marketing as well as cross team collaboration. With a unique approach it delivers faster time to value.

### **Sales:**

- Gives related product information and matching opportunities for good account planning.
- Helps plan appropriate upsell, cross sell of products.
- Better account mining options through data driven insights.

### **Marketing:**

- Recommendations report gives most recommended products with corresponding accounts.
- Helps 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:**

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

## **Recommendations Plugin fitment:**

Consider a 'Yes' or 'No' for below points;

1. We use CRM application (Salesforce, Microsoft, Oracle etc) for our Sales operations.
2. We wish to leverage legacy CRM data for effective decision making by sales team.
3. We want sales team to sell more through data driven insights.
4. We want sales teams to coordinate closely for better teamwork.
5. We wish to target and position our offerings with effective 1:1 marketing.

If you answer 'Yes' for above five points, you should plan recommendation plugin fitment analysis for your CRM.

## **Architecture and Technology Principles:**

As the world enters the third phase of computing – from today's systems of engagement to tomorrow's systems of intelligence, CRM recommendations plugin provides a open framework for analysis and provides quick options to cross sell and upsell taking worry from Sales rep to remember complexity and combinations of products. The key principles on which the recommendations plugin architecture is based.

### **1. Legacy data utilization for Machine Learning**

The CRM recommendation plugin leverages legacy Sales data from CRM system. The machine learning algorithm crunches the data to provide best matching products for upsell and cross sell to Sales reps.

### **2. CRM application agnostic**

The in-built architecture makes the solution CRM agnostic as it works with any CRM data. The solution works with any CRM application, its data and integrations.

### **3. Columnar and in memory data aggregation on cloud**

The database is modelled to store procedures in memory (indexing key features/parameters) and at the same time utilizes the power of columnar setup to execute key functions and complex queries.

### **4. Speed**

Speed is a key aspect considered for the recommendation engine. Highly modified optimized algorithm for CRM data, refined queries and effective use of compressed data with in-memory utilization gives quick recommendations to Sales team. We understand sales team doesn't like to wait.

## 5. Adaptability and Interactivity

The setup is designed to be highly adaptable considering growing data and need for analysis. The UX is designed considering Sales team and their needs for easy to use and quick results access.

## 6. Ease of Integration

The recommendations engine easily integrates with any CRM system for data. It meets all the security standards of data integration for authentication, security, and data sharing.

## 7. Cloud Adaptable

The recommendations plugin is easy setup across all clouds be it Salesforce, Azure, AWS, Digital ocean etc. It can easily work within company specific secured cloud systems too.

## 8. Open and Scalable setup

Considering future data growth, the recommendations engine can easily handle future needs of any organization. It can be easily scaled up to handle additional parameters and some requirements considering client specific needs. These can be discussed to understand more for specific situations.

## Conclusion:

With growing data in organizations and need for better upsell, cross sell approach the CRM recommendations plugin helps sales team plan it properly. As they work closely with customers, specific recommendations based on legacy data can generate a very high chances of Sales. The plugin helps improve the way organizations work on their upsell and cross sell strategy for Sales and Marketing. It helps plan better cross team collaboration and at the same time lets organization utilize its data for more revenue generation in a right way.

Thutechs has created recommendations plugin to supplement existing CRM solutions and interface seamlessly with third-party tools and enable enterprises to maximize their revenue with efficient upsell and cross sell.

## Glossary:

CRM-Customer Relationship Management  
UX- User Experience

## Reference:

1. <https://blog.hubspot.com/service/cross-selling>

## Schedule a demo of CRM Recommendations Plugin.

To learn more and schedule a demo, please write to [cthute@thutechs.com](mailto:cthute@thutechs.com)

### About Thutech

Thutech Infosystem Pvt. Ltd (Thutech) is a CRM consultancy company founded by CRM experienced team and headquartered in Pune, India. Thutech vision is to make customer centric operations efficient, leveraging technology and innovation. Our Machine Learning based upsell/cross sell recommendations plugin, NLP based similar cases identifier and blockchain based fake products identifier 'Jenyto' are some of the innovative offerings for customers. We offer depth and breadth of CRM consultancy and cover entire CRM lifecycle, global projects delivery and engagements involving consulting, implementation, support of CRM systems.

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