# Sales mastery engine - Experience management

Successful Sales require keeping things simple on the customer side and yet meeting the complex needs of the bank on other. Assisto's approach combine customer need pattern on one side and automated product approval, bundling on the other, allowing to achieve Fin Tech advantages within complex ecosystems of contemporary banks.

Long term sustainable revenue and profitability growth is closely linked to **Net promoter score** improvements. To achieve maximum level of NPS bank's have to actively manage all interactions with customers through all channels. Using SAS RTDM for choosing Next best action being chosen through NPS micro-optimization procedure ensure maximum Net promoter score level that could be achieved.

Pricing & Bundling extension of the solution ensures consistent treatment of customer inquiries in all phases starting with offer management, through product bundling during Sales part and customer On-boarding through to servicing and Collection of receivables across all channels.

Experience manager actively master your customer's experience transforming detractors to promoters.
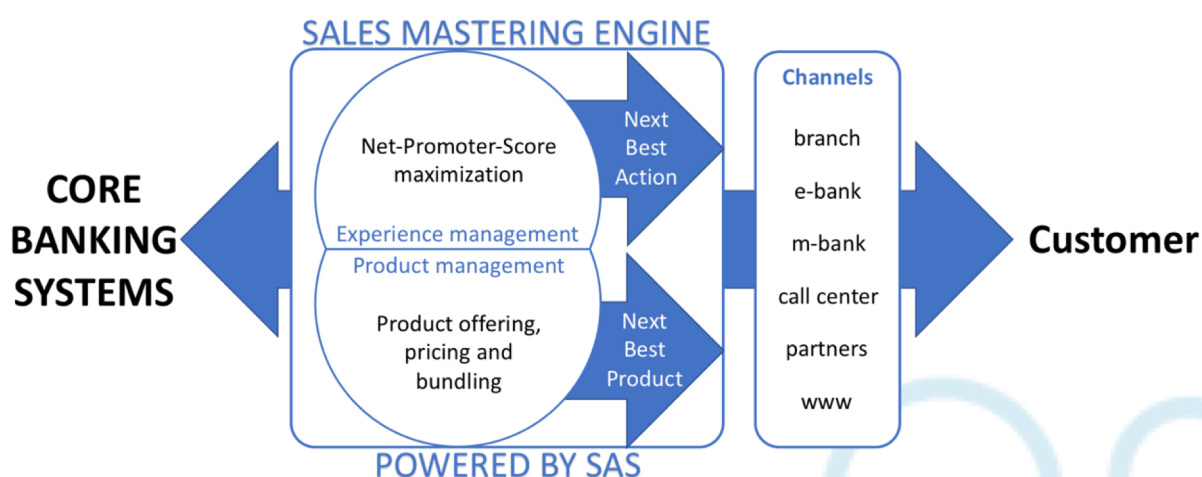
Experience management solution key benefits

- Actively manage customer experience and maximize Net promoter score

- Improved customer experience act as sales growth agent bringing incremental sales increase

- Integrates customer experience with product offering and management into single point

- To maximum extent by business user managed processes and products brining shortest Time to market for business changes

Customer sales hub Deliverables

Sales mastering engine Enterprise wide product, sales and service management engine based on SAS real time decision technology. Simple management of decision rules and algorithms directly by business users ensure shortest possible Time to market.

Advance analytics connection. Native connection in-between world of advance analytics and predictive models and real time decisioning covered by model management system ensuring proper introduction and management of wide range of models being used in day to day life.

NBO and NPS predictive models ecosystems. Merge of two key business components being Next best offer and Net promoter score using advance predictive analytics and real time micro optimization constitute progressive holistic customer experience management.

Net promoter score management...
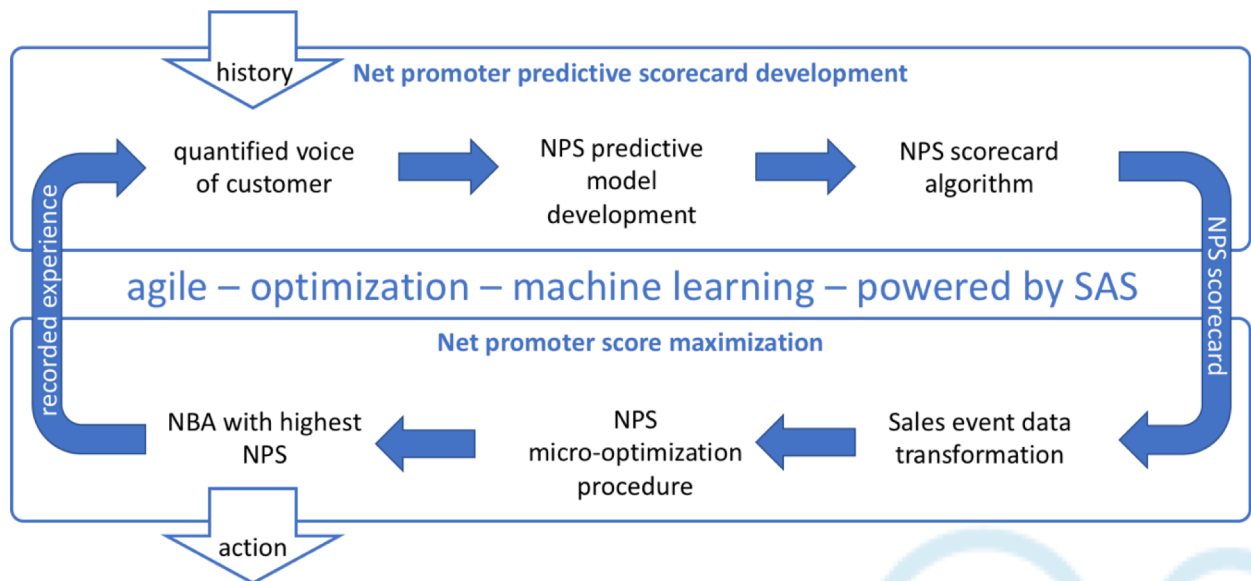
Let's make an action....

Successful Net promoter score management requires its smooth integration to banks SW environment as well its integration into day to day business life. Appropriate preparation for the project and change management is key success factor.

As Is situation and Future NPS potential analysis
- Structured workshops
- Existing performance analysis

Experience management integration feasibility study
- Possibilities and constrains of Experience management integration into existing process and solutions ecosystem

Integration project proposal
- Experience management integration detail project plan
- Active NPS mastering introduction managerial change proposal