Input CRM through a Voice Bot

proximus   **ireachm**

Challenge

The Sales staff at Proximus spend a lot of time in their cars and, like many others, go from meeting to meeting. As a result, they often **have to complete their CRM administration after hours:** write reports, assign tasks, schedule follow-up meetings, etc. Since this is not the preferred activity of the sales people, **administration handling happens often fast, not always qualitative** and more importantly: **it stands in the way of time that could be spent with customers.**

"Administration is not the preferred activity of our Sales, it's also very time consuming and frustrating"

Geert Rottier – Corporate Sales Manager

Business impact: 2.520€ /month/sales

	Estimation	Loss	Total Loss	% Possible economies	Total € Economies
Less customer facing time due to high CRM-input time	5 client meetings /month	1.500 € ARPU/Client	7.500 € /month	20%	1.500 €
Missed sales due to incomplete CRM²	0,5 client/month	1.500 € ARPU/Client	750€/month	70%	525 €
Increased churn with no or wrong CRM data²	+2%	110 clients x 2% x 1.500 € ARPU/Client	3.300 € Client/mth	15%	495 €

² the estimate of the customers involved is generally higher when the ARPU per customer is lower and vice versa.

Solution

The Proximus sales team is now equipped with a **digital assistant.** Thanks to this solution, **they can enter their visit reports from the car by means of speech recognition.** They have a conversation, as it were, with the virtual assistant, who guides them through the different parts of their report. The result is **immediately written into their CRM system.**

Result

On average, the sales staff spend 3 hours a day in the car, or 15 hours a week. By filling in this time more efficiently, the sales reps enjoy a **better work-life balance** and also the **quality of the reports improved.** Moreover, there is **room to do more customer visits.** For the entire team of 24 salespeople this resulted in a **saving of 60.480€ per month.**

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