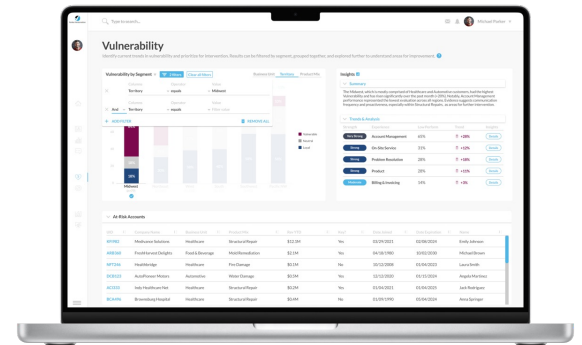
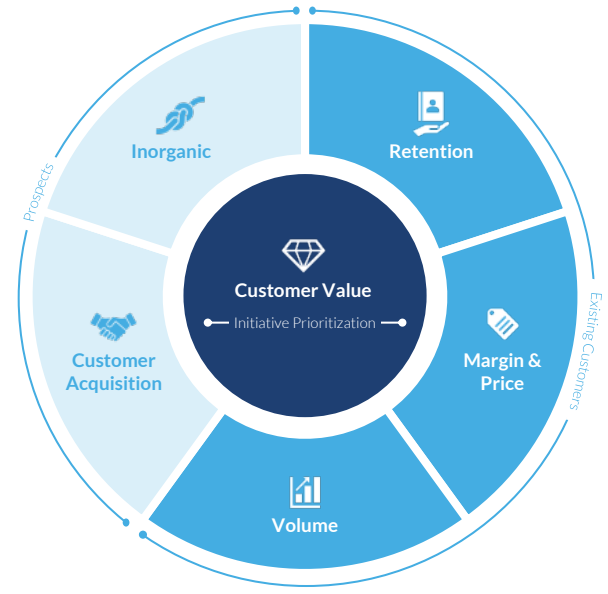


Overview

Built on decades of B2B operating experience paired with over 27 years of benchmarking data, GrowthOptics ("GO") identifies value creation opportunities and supports their execution through a customer lens.

Our capabilities harness the power of primary customer feedback complemented by internal customer and operational data through 6 technology-enabled areas:

- **Customer Value:** Identify and prioritize value drivers that differentiate you, including pinpointing areas to invest more in, and areas that are not important to your customers yet drive complexity and cost
- **Retention:** Determine vulnerability with actionable intelligence on how to intervene via customer level churn risk scoring and insight into why customers are at-risk
- **Margin & Price:** Integrate Customer Loyalty and pricing activity by categorizing opportunities to manage risk in pricing events and "win-back" margin
- **Volume:** Target cross-sell and up-sell opportunities prioritized across accounts with key insight into channel and messaging
- **Customer Acquisition:** Understand why customers selected you, analyze their attributes, and competitive positioning to refine your sales pipeline, focus new customer acquisition and marketing
- **Inorganic:** Based on existing customer base, identify unmet needs or opportunities to increase share of spend aligning to your inorganic growth strategy or due diligence process



See in Action @ growthoptics.com

How

Gather Direct Customer or Prospect Feedback (VOC)

Launch or use existing Voice of Customer (VOC): Collect detailed evaluations directly from customers or prospects

Leverage Internal & Appended Data

Cleanse and integrate internal customer data (i.e., CRM) and operational metrics with web-scraped appended data

Apply AI & ML

Use ML/AI to extrapolate insights from the VOC across your entire customer base including causal segmentation

Implement & Iterate

Translate insights into targeted actions and deploy within existing tech and reporting for ongoing monitoring

Outcomes

Deeper, Actionable Customer Insights



Data-driven understanding of your customers' needs and growth opportunities

Targeted Value Creation



Identify and prioritize high-impact areas to create value for your customers

Sustainable & Measurable Growth



Drive long-term growth through continuous monitoring and identification of opportunities

Improved Operational Efficiency



Streamline operations and reduce costs by focusing on what matters most