More selling now.

Our solution: NAVAX CX Sales Growth.
With sales digitalisation and little effort
to a real-time increase in sales.

And we love it.

navax

CX Sales Growth

Sales dashboard - sales planning - sales pipeline - real-time KPI's
360° customer profile - competitor monitoring

✓ Best practice implementation
✓ Individualisation
✓ Best practice process training
✓ Data import

Your added value

Profitability increase in sales management

Preconfigured dashboards with real-time KPI development reduce reporting efforts and dynamise control options based on sales performance. The NAVAX benchmark for achievable profitability increase is 40 %.

Upselling opportunities through transparent customer profiles

A 360° customer profile from individual behavioural information to the latest telephone call increases customer care satisfaction and creates real upselling potential through customer loyalty. The NAVAX benchmark for increasing upselling is 25%.

Reduce acquisition costs

More targeted analysis and addressing of relevant contacts and groups can save bad investments in leads with too little potential. The NAVAX benchmark for reduced acquisition costs is 1:3 compared to the customer value.

Customer lifetime value boost through complete customer information

360° customer profiles are the basis for a customer-centric business relationship that can increase sales opportunities and customer lifetime value. The NAVAX benchmark for customer lifetime value increase ranges up to doubling.

Always keep the overall goal in sight.

NAVAX CX Sales Growth offers you a tailored **best practice performance** for a favourable immediate entry into the advantageous world of digital sales management. The package is specifically designed for typical structures of your most essential application processes and offers all the content you need for a **successful implementation**. Combined with CX Masterdata Hero, it forms the **basis for your digital business processes**.

The NAVAX CX experts will help you to ensure that your **digitalisation goals** are achieved.

CX Sales Growth Package at a glance

Our NAVAX CX Packages are implemented as fully configured packages including a proven process logic and are offered at a fixed price. Below you will find an overview of those functions, which are already covered by our standardised packages. You can conveniently carry out your sales opportunity activities on the basis of our CX Sales Growth Package.

Get started immediately with best practice.

Customised forms and views of the data types used. In sales, e.g. for leads and sales opportunities, in line with our best practices.

Optimise sales processes.

Proposal for an entire sales process in one system and according to our best practices. The lead-to-offer process includes lead and opportunity management as well as quoting.

Smart dashboards.
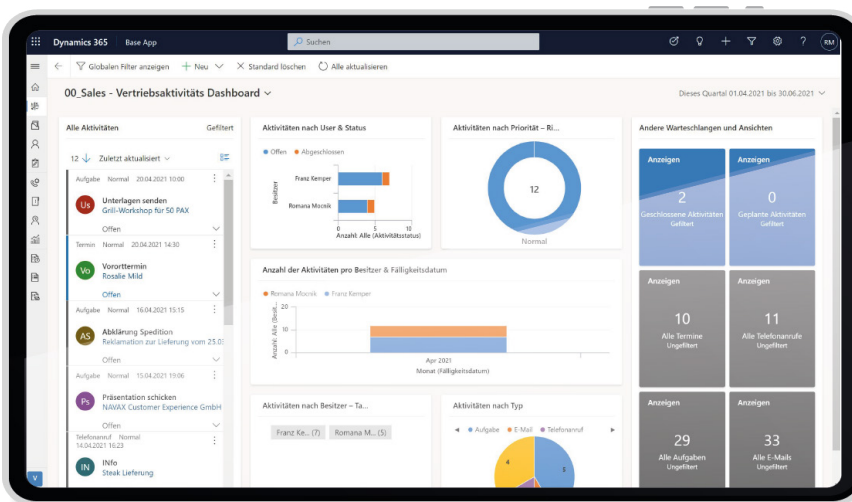
Dashboard set for sales activities

Sales analysis.

Record and evaluate sales targets in one system. This way you always have an up-to-date view on the comparison of the sales targets per employee or team to the actual status.

Optional:

- Customer-specific adaptations for fields and forms of the existing data types

- Extension with further required data types

- Customisation of the best practices sales process (leads, opportunities, offers, existing processes) according to your requirements

- Etc.

CX Sales Growth Package at a glance

Marketing & Sales together.

When used with the Marketing Revolution Package, you seamlessly close all communication gaps between the two departments.
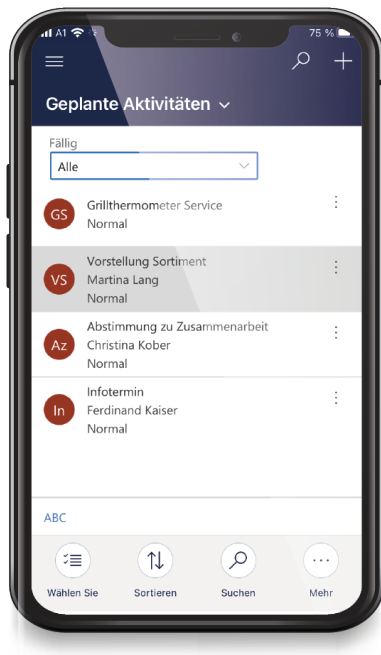
Overview of upcoming activities.

Advantages:

- Plan customer-oriented measures in a coordinated manner that builds on each other
- Transparent insights into marketing and sales activities

Competitor analyses.

Capture competitors for integration into data-based strategy development.

Usability.

High user-friendliness in sales through responsive design & mobile apps.

Uniform documents.

The creation of standard documents is possible within the scope of the package. The creation of customised, individualised document templates is not included. Depending on the complexity, there is the possibility of integrating third-party software for document generation that has been adapted for Dynamics 365.