EPICOR

Customer Buying Trend Analysis

Customer Buying Trend Analysis provide deep, actionable business intelligence built specifically for the distribution industry.

Every distributor has a significant portion of their business that is statistically consistent. In other words, certain customers have a repeatable buying pattern. What happens when one of those customers misses an expected buy? Is anyone in your organization aware of the lost opportunity? Perhaps the customer is shopping your competitors, or maybe there is another issue your company should be aware of.

Epicor has created a Customer Buying Trend Analysis module for Prophet 21® that applies a series of Six Sigma® statistical models to determine customers who have a proven, consistent buying pattern for specific items. The system then reports on which of these customers' buying habits are trending up or down the fastest on an item-by-item basis, and the financial impact this has on your company. If a customer should ever miss an expected buy according to projections, the application alerts you to the missed opportunity and amount of potential missed revenue.

Email alerts can be set up for individual sales reps so they are aware when any of their accounts are trending down. The alert contains the customer, item ID, and total value of any missed buys. Sales reps can annotate the report with information collected from their customer calls, and lost sales can be noted on the report as well.
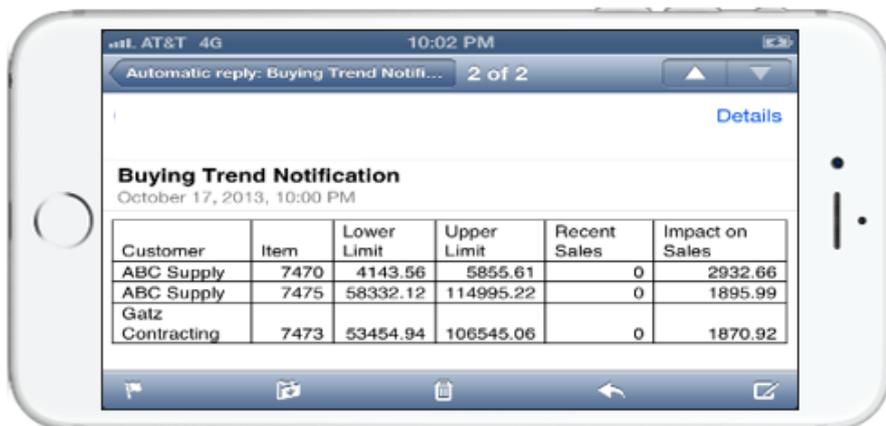
Prophet 21

Benefits

Help recapture lost revenue from missed buys

Anticipate customers' issues before they make an official change

Capabilities

Reveals customer/item combinations with a measurable sales trend up or down over the past 90 days

Reveals customer/item combinations with missed buys over the past 30 or 60 days

Shows financial impact of customers' trending buying behavior

The Customer Buying Trend Analysis report shows which customers have stopped buying from you and how much projected revenue was missed.

"With the Customer Buying Trend Analysis, the system proactively alerts us as to which customers have stopped buying from us and how many sales dollars we missed. Now we can address customer buying issues immediately, recovering tens of thousands of dollars every year that would otherwise have been lost. We're able to anticipate issues rather than deal with them after the customer has already made a change."

—Lee Eagan, CEO | Oliver H Van Horn Co. Inc.

Using the Customer Buying Trend Analysis, you can limit the result set to a particular customer, item, sales rep, location, supplier, price family, discount group, or product group to determine factors that may be impacting each customer's buying trend. In addition, you can limit the results to include only customer/item combinations with a minimum number of invoice lines or sales dollars over the past 360 days, so you're only looking at the customers that matter most to your continued business performance.

The Customer Buying Trend Analysis for Prophet 21 Software is more than simply a lost customer report; it provides the intelligent, proactive information you need to protect customers that may be at risk.

EPICOR

We're here for the hard-working businesses that keep the world turning. They're the companies who make, deliver, and sell the things we all need. They trust Epicor to help them do business better. Their industries are our industries, and we understand them better than anyone. By working hand-in-hand with our customers, we get to know their business almost as well as they do. Our innovative solution sets are carefully curated to fit their needs, and built to respond flexibly to their fast-changing reality. We accelerate every customer's ambitions, whether to grow and transform, or simply become more productive and effective. That's what makes us the essential partners for the world's most essential businesses.

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