

Blue Prime - Harness Your Data to Improve Your Business KPIs

Powerful analytics to guide your teams to retain and increase the profitability of your customer base.

With the amount of data on the rise, many sales teams waste time analysing the wrong data streams and fail to gain any actionable insights. To allow you to take advantage of the best possible opportunities your data presents, we have developed Blue Prime to harness the different forms of data entering your organisation and transform them into meaningful and actionable tasks.

Once all the data streams within your organisation have been placed into one stream, Blue Prime's powerful Proprietary Algorithm is able to provide detailed reporting, analytics and serving sales staff the next best action to take, meaning they know exactly what to sell to a customer at what moment.

Plug-in Blue Prime and get insights from disparate systems in **under 10 days.**

Combine in-house data with external opportunities to drive the search for new business opportunities.

Blue Prime goes beyond just data analysis and guiding sales teams. Powerful reporting tools allow employees, no matter where they stand within an organisation, to view detailed, personalised performance information. Sentiment analysis gives a detailed picture of the online chat surrounding an organisation, allowing them to prioritise messaging and responses. Customers can also be reached on mass with personalised messaging and custom templates via the Campaign Engine.



Key Features



Next Best Action

Ensure your team is selling to the right customers at the right moment with powerful predictive algorithms.



Actionable Data

Predict customer churn, profitable actions and more with powerful data insights and analytics.



Churn Prediction

A real-time list of the users most likely to leave your company, allowing you to act and react quickly to retain services.



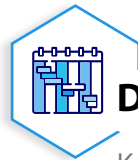
Sentiment Analysis

Understand what your customers are saying about your brand with our powerful social media analysis.



Profitability Predictions

At a glance see your most and least profitable clients



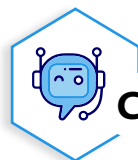
Diary Manager

Keep your employee up to date with their latest workload, upcoming campaign and more.



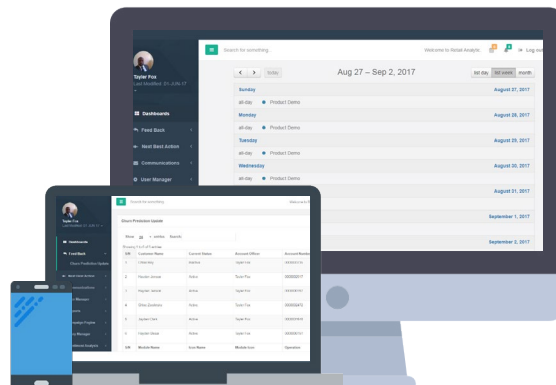
Campaign Engine

Easily reach a huge database of current and potential customers with powerful, personalised messages



Chatbots

Keep your team's momentum going with quick responses to employee queries from our in-platform chatbot



Drive data-driven engagement with your customers with **BluePrime**. Find out how we can help.

