

# Metrics Behind The Customer Relationships That Drive Revenue

# The Way We Sell Has Changed



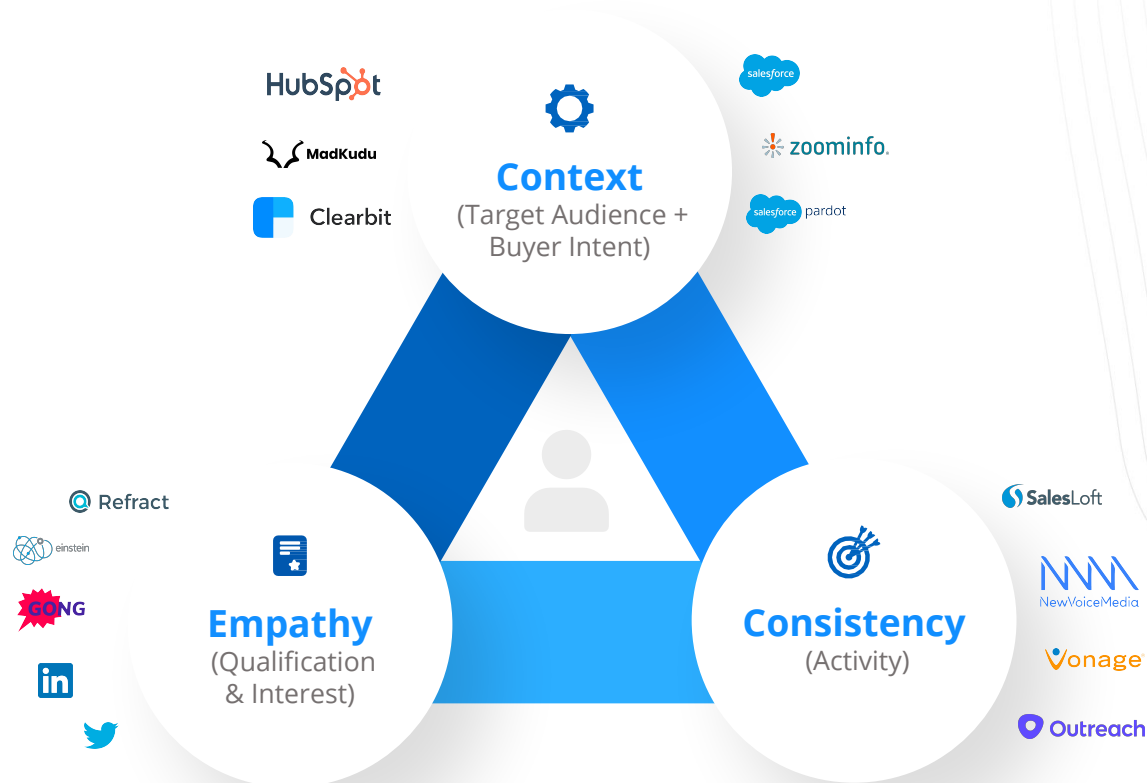
*"Customer-obsessed  
businesses expect... to be **4x**  
**more profitable**"*

**Gartner**<sup>®</sup>

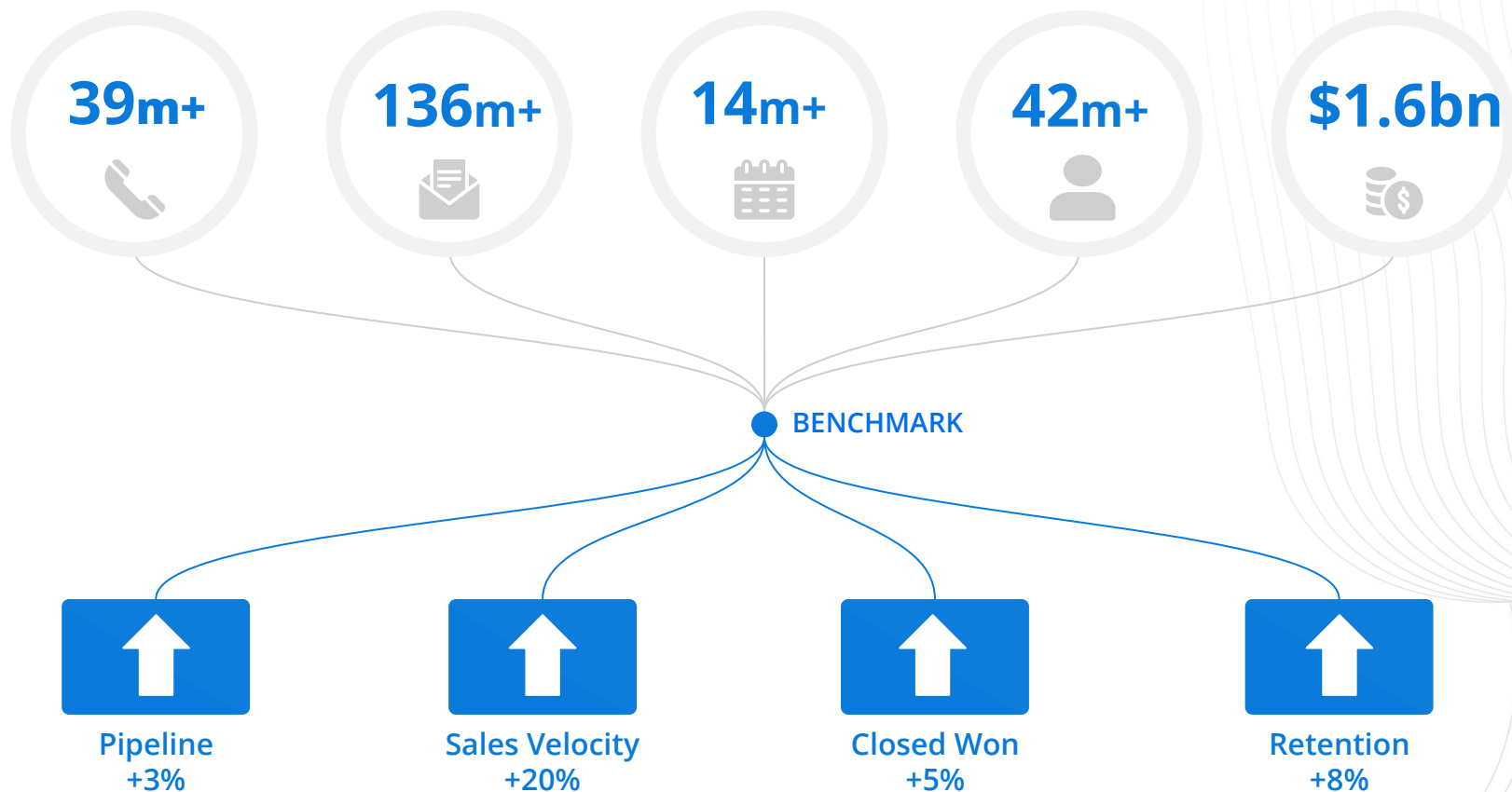
*"81% of companies expect  
to compete... on the basis of  
**customer experience**"*

**FORRESTER**<sup>®</sup>

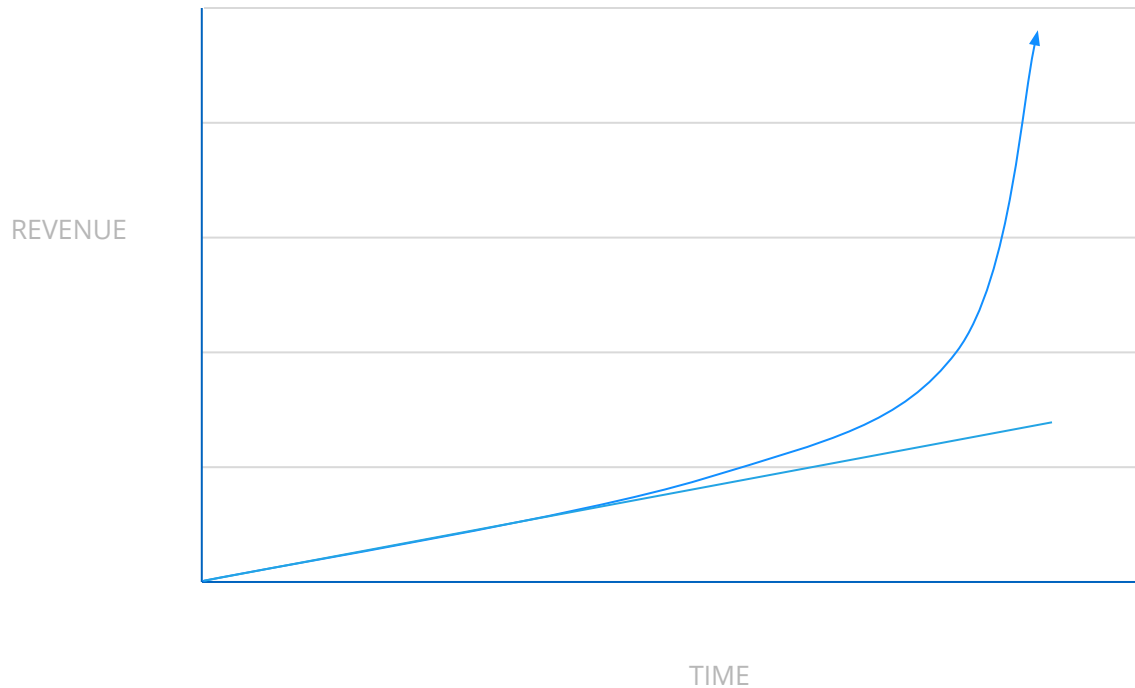
# The Makeup Behind Good Relationships



# The Impact Of Better Relationships On Revenue



# The Impact Of Better Relationships On Revenue



Pipeline +3%



Sales Velocity +20%



Closed Won +5%



Retention +8%

- ✗ Sales activity is **not the same** as customer engagement
- ✗ **Inconsistent visibility** of every activity across the organization
- ✗ Customer information is **missing or unreliable** in Salesforce
- ✗ Engaging with the wrong stakeholders
- ✗ Leads are lost, unpursued and or never engaged

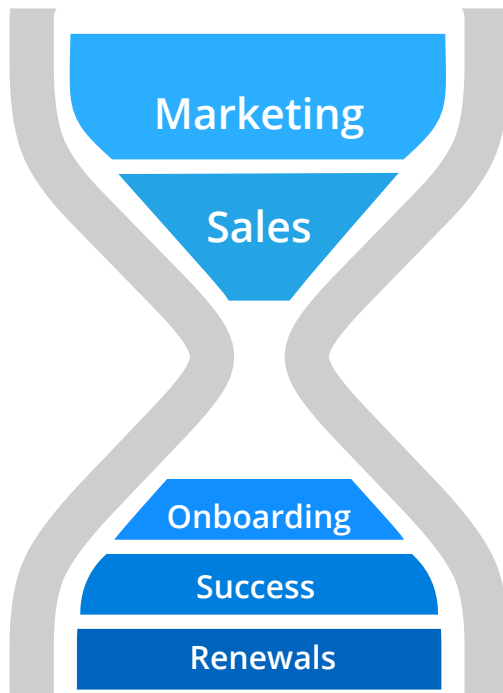
# Drive Revenue Across The Customer Lifecycle



**is the hub:**

- ★ EVERY CONTACT
- ★ EVERY ACTIVITY

*Must be recorded to truly understand engagement.*



- ★ MORE LEADS
- ★ INCREASED CONVERSIONS
- ★ FASTER SALES CYCLE
- ★ INCREASED CLOSE RATES
- ★ MORE EFFECTIVE ONBOARDING
- ★ HAPPIER CUSTOMERS
- ★ REDUCED CHURN

- ★ Relationships are your most underutilized asset
- ★ Benchmark the engagement behind relationships that drive revenue
- ★ Bring visibility of those insights to each department as they engage with a customer across the lifecycle



# About Ebsta

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**MOTION  
RECRUITMENT**



**Zoopla**



*Ebsta helps more than 1,000 companies from around the world realise the power of their relationships*

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