



How an AI solution can boost B2B sales

ARGUS CUSTOMER INSIGHTS powered by **SQUIRRO**

ARGUS CUSTOMER INSIGHTS powered by Squirro offers you a way to proactively navigate a constantly changing business world.

This software-as-a-service solution identifies sales opportunities and key financial news at an early stage, and provides you with the tools to respond quickly. Using machine learning and AI, the SaaS solution offers a comprehensive overview of clients' behaviour and needs, enables business opportunities to be identified early, and supports data-driven decision-making.

Your benefits

- ▶ **Deep customer insights**
Gain in-depth insights into clients and markets.
- ▶ **Proactive lead generation**
Identify new sales opportunities at an early stage.
- ▶ **Upselling and customer loyalty**
Increase your turnover and reduce client migration thanks to relevant information.
- ▶ **Services tailored to clients**
Provide your clients with the exact products and services they need.
- ▶ **Increased productivity**
Use your time and resources more efficiently thanks to more effective information procurement.
- ▶ **SQUIRRO GPT**
Combine SQUIRRO GPT with relevant information sources to achieve optimum results.



Examples of practical applications

With low IT outlay and a few CRM permissions, you can enjoy all of the benefits offered by ARGUS Customer Insights powered by SQUIRRO. Whether via the standalone online version or already integrated into your CRM (Salesforce or Microsoft Dynamics 365), you have access whenever you want and from any device.

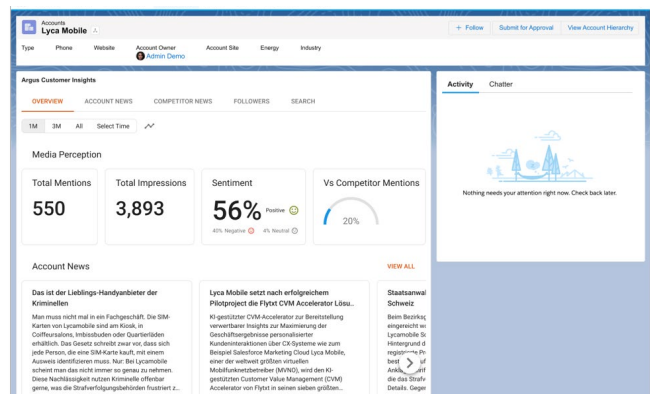


Accounts

Monitor the things that are important to you. Use the suggested companies to find out more about your accounts and their competitive environment, or add your own companies.

Sales leads

Take a proactive approach to lead generation. Respond quickly to market events and generate qualified business opportunities. Take advantage of the ability to identify trends and anomalies so that you can detect problems early, exploit cross-selling and upselling opportunities, and increase turnover, whilst also reducing client migration.

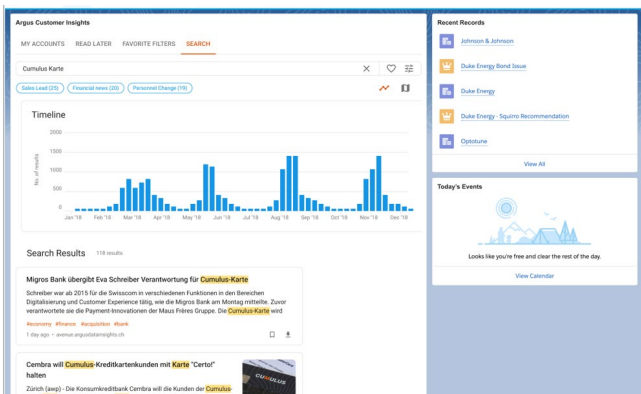


Financial news

Stay up to date with your (potential) clients' financial and business developments thanks to analysis of financial news. The platform also helps you to identify financial risks at an early stage and take any appropriate measures.

Personnel changes

This platform helps you stay up to date with any personnel changes in your (potential) clients' management and administrative boards. You will remain up to speed, allowing you to respond in good time, boost your client relationships and promote your company.



Interested?

We would be happy to tell you more about ARGUS CUSTOMER INSIGHTS powered by SQUIRRO. Contact us:

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