



For the last 15 years, RevenueTEK has been helping organisations extract more insight and value from their CRM systems, finally delivering the ROI on what is one of their most significant and business-critical technology investments.

We have an AI-based analytics solution called Telemetry, that works a lot like an MRI scanner.

Instead of sliding your body into an MRI machine, we ingest data from your CRM into Telemetry and in a few seconds its algorithms tell you:

- (a) What's really going on inside your CRM and pipeline;
- (b) What risks are present to your sales forecasts; and
- (c) What options exist for increasing your effectiveness, productivity, and revenue output.

You can run a range of advanced analytics as often as you like. The algorithms continually recalibrate for the latest up-to-the-minute data in your CRM.

Over the last 15 years we've had quite phenomenal success in helping organisations drive ROI from their investments in CRM. Nearly 200 organisations have used it and so far they're averaging 24% pa sales increases as well as seeing significant improvements in data quality, sales force productivity, revenue and profit per customer, cost of acquisition and retention and a range of other key sales metrics.

This [short video](#) (60 seconds) summarises the basic proposition behind Telemetry.

It works with any CRM including Salesforce, Oracle and Dynamics, and can deliver the insights to any BI solution or dashboard – including Excel.

If you would like to learn more, I'd love to come and tell you more about it and maybe organise a demonstration. Feel free to contact me at peter.hamilton@revenueitek.com.