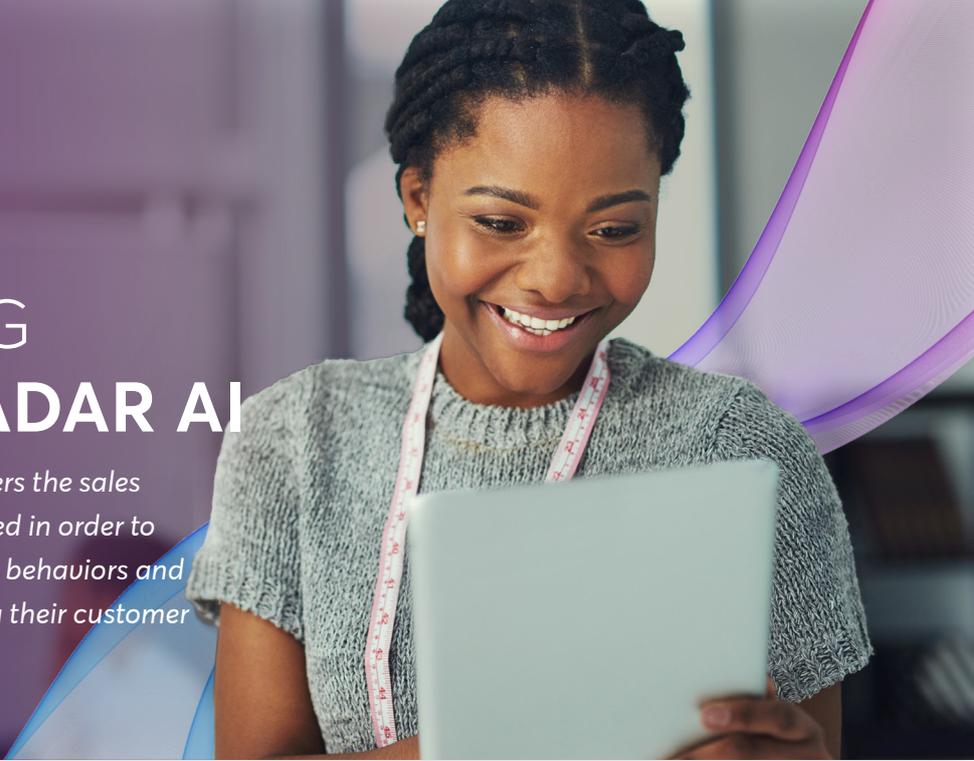# INTRODUCING
SKYNAMO RADAR AI

Skynamo RADAR AI offers Customers the sales analytics and insights that they need in order to understand their customers' buying behaviors and trends better, by simply segmenting their customer base using their existing data.

This segmentation is done using 3 powerful attributes:

By using data forensics to detect buying behavior and have the power to show customers fluctuations and purchasing behavior by volume and invoicing patterns. These fluctuations can flag unusual patterns and prompt a response, ensuring, as a Skynamo Customer, you are on top of your business, building and maintaining a loyal customer base, preventing customer churn, and ultimately thriving in your industry.

Which customers would benefit from using Skynamo RADAR AI?

☑ Skynamo customers who use the invoicing functionality

☑ Skynamo customers who have repeat sales customer base

☑ Skynamo customers who have integrated their accounting package package with Skynamo

What Skynamo RADAR AI users have said:

> " To get this clarity of detail would usually take 2 to 3 days of admin time from our Sales Manager or admin clerk per week.

> " Pays for itself by helping us generate additional income from previously unseen opportunities.

> " This affords us at least 10 additional order opportunities per month

RFM Explained:

Put simply RFM stands for Recency, Frequency and Monetary. This form of analysis monitors your customers' ordering behavior and notifies you of changes in buying behavior so you can drive these opportunities. This means, RFM segmentation allows Skynamo customers identify behavior changes and act on these with a more successful rate of response, plus increased loyalty and customer lifetime value. These insights could make all the difference in looking after your loyal customer base or not losing customers.

RFM Explained:

High value insights:

Which customers need attention?	Whose orders have started getting smaller over time?	Who usually orders regularly but have not ordered recently?
Which 20% of my customers are responsible for 80% of my revenue?	Who did we add recently that have not placed an order yet?	Who usually orders regularly but have not ordered recently?

Get in Touch

hello@skynamo.com | www.skynamo.com