



27% increase  
in average  
ticket  
revenue,  
driven by  
deeper  
consumer  
insights

TP.ai  
**Growth**™



#### CLIENT PROFILE

Multinational food and beverage company driving data-led B2B sales growth

The client is a multinational food and beverage services company operating across LATAM with B2B sales as a core line of business. The company sought to increase sales revenue while improving churn prediction accuracy and gaining a clearer understanding of customer preferences to support more effective sales and retention strategies.

#### BUSINESS CHALLENGES

Turning sales growth and retention into a predictable outcome

To strengthen B2B performance, the client needed to improve revenue generation while addressing churn risk and limited visibility into customer behavior.

##### Revenue growth pressure

Increase total B2B sales and ticket volume

##### Churn predictability

Improve the accuracy of churn rate predictions to support proactive retention

##### Customer insight gaps

Better understand customer preferences and buying behavior to inform sales actions

#### SOLUTIONS IMPLEMENTED

Smarter B2B sales through predictive insights

TP supported the client in shifting from a traditional, in-person sales approach to a smarter, insight-led omnichannel model. Using TP.ai Growth integrated tools and accelerators, predictive and interaction analytics were applied to guide segmentation, improve decision-making, and strengthen sales and retention strategies.

##### Intelligent insights

Guided sales and retention strategy through interaction analytics and data-driven analysis, capturing and analyzing customer interactions to identify trends, pain points, and buying behaviors, and surface growth opportunities and next-best actions

##### Predictive intelligence

Strengthened performance predictability through data-driven forecasting, using predictive modeling to maximize contact rates and assess churn probability with accuracy

##### Insight-led segmentation

Improved book-of-business quality by prioritizing and grouping customers based on buying patterns, including drop size and purchase frequency, enabling more focused and effective recurring sales actions

#### REAL RESULTS

Predictable gains across sales and retention

By applying predictive intelligence and interaction analytics across the sales journey, TP helped the client improve revenue performance, strengthen retention decision-making, and deliver more consistent customer outcomes.

11%  
increase in total  
sales tickets

27%  
growth in average  
drop size, increasing  
ticket value

70%  
accuracy in churn  
prediction, supporting  
smarter retention  
efforts

41%  
increase in Net  
Promoter Score (NPS)

Period analyzed: over 12 months

TP.ai Growth helps you deliver predictable and scalable B2B revenue, transforming insight into execution, driving higher productivity, stronger conversion, and predictable revenue growth.

Contact us

to discover how TP.ai Growth can help you scale revenue with confidence.

TP: trusted by the world's leading brands.

Our AI-powered, Human-driven solutions help businesses scale revenue while optimizing efficiency and long-term performance.

tp.com

