Fast-moving consumer goods

11% more tickets with a 27% increase in average revenue per ticket sales

CLIENT PROFILE

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

A multinational food and beverage services company operating across LATAM with B2B sales as a core line of business. The client 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 FAB 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.

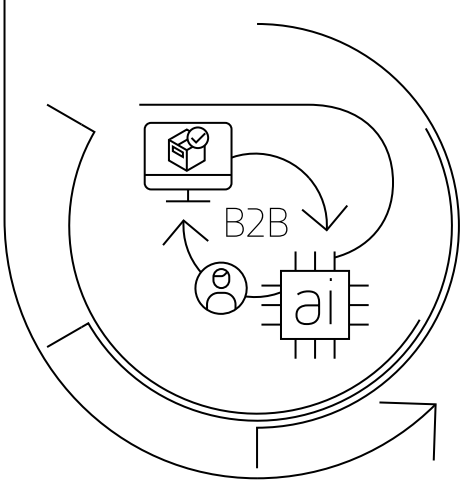
11%
INCREASE IN TOTAL SALES TICKETS

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 FAB 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 FAB Growth can help you scale revenue with confidence.