Quantified Results

Introduction

Propense is excited to share the results we're generating with our customers. We crunched the cross-sell numbers across our customers who have been using Propense for one year or longer and the results clearly show that our models accurately anticipate client needs and, when firms incorporate our recommendations into their BD workflows, the solution generates tangible results for professional services firms.

The Results

To understand the value our customers are realizing, we aggregated cross-selling metrics across our customers who deployed Propense at least one year ago. This aggregation surfaced the following results:

+7.2%
Number of cross-sells

+9.7%
Number of cross-sold clients

+1.4%
Cross-sell rate

+0.8%
Service line sell rate

2.3
Average services/client

1.3
Average departments/client

Conclusion

Our customers joined Propense because they believed our solution could help them anticipate client needs and improve client service. These results show we're doing just that. Our customers proactively anticipate their clients' needs and provide them additional services to address them. Consequently, their professionals are seen as proactive problem solvers and trusted advisors. They also get the added benefit of improving their cross-selling performance and generating additional revenue for the firm.

Together with Propense, our clients are using data, technology, people, and process to bring about the next evolutionary step in client service. We'd love to do the same with your firm.