

CUSTOMER SPOTLIGHT

Strive Group sees 20% increase in weekly sales in 21 days



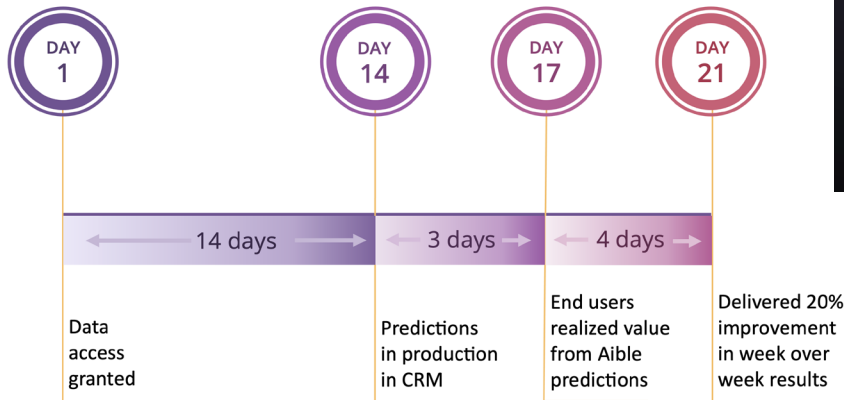
Strive Group [▶ Watch the Video](#)

Company Profile

Strive Group, a customer experience contact center, fields a team that calls Audi, Volvo, Jaguar, and Honda customers and is looking to optimize its customer contact operations.

Goal

Identify customers most likely to purchase while lowering the call rate from 125 calls to 100 per day.



“Aible gives us a real unique selling proposition and could be a massive revenue generator. We inserted the Aible lead scoring into our CRM system and within two days there were rumors going around our company that accounts with higher Aible scoring were getting higher bookings. Within a week, Aible recommendations produced a 20% improvement over the previous week in positive outcomes.”

– Alistair Grant,
Co-Founder and CEO, Strive Group

Aible Solution

In two weeks, Aible delivered a scored list of customers and the predictions were embedded in their CRM system. In 3 days after production, end-users realized the value of AI predictions. Finally, within a week from production, Aible helped Strive achieve a 20% improvement in positive outcomes and identify £130,000 in annual savings. Aible uncovered key drivers of customer behavior so that Strive Group can better understand how certain characteristics make customers more or less likely to have their car serviced at the dealership. As a result of the successful AI project, Strive is transforming its entire business model to lead with Aible, so that it can position itself as an expert in data analytics and AI to new and existing customers.

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