



Splunk and Machine Learning for Sales Efficiency

Empowering the Sales Force With Customer Insight Dashboards and Analysis

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September 2017 | Washington, DC

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Agenda

- ▶ About Ferguson Enterprises
- ▶ Customer insights – A strategic priority
- ▶ Why Splunk?
- ▶ Art of the possible with Splunk
- ▶ Our journey with Splunk
- ▶ Results
- ▶ Demo

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THE PRODUCTS YOU NEED FROM PEOPLE WHO KNOW YOUR BUSINESS

Builder

Commercial Mechanical

Facilities Supply

Fire & Fabrication

HVAC

Industrial

Residential Plumbing

Waterworks

POPULAR CATEGORIES



Bathroom Faucets



Bathroom Sinks



Kitchen Faucets



Kitchen Sinks



Toilets & Urinals



Tub/Shower
Faucets

splunk>

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Ferguson at a Glance

- ▶ Headquartered in Newport News Virginia
- ▶ \$13.8 billion in sales
 - Largest distributor of commercial and residential plumbing supplies, and pipe, valves and fittings (PVF) in the US
 - Second largest distributor of waterworks products
 - Third largest distributor of industrial and HVAC/R products
- ▶ 1,400 Locations
- ▶ 23,000 Associates
- ▶ 63 Years of service

About the Presenters

► About Chandra

- Marketing Analyst, Customer Experience group
- Held variety of positions within Ferguson to include Inventory Management, Product Data Services, and Market Research
- Manage the customer experience data model and implementation leading to the current Splunk partnership

► About Mike

- Managing Director, Concanon LLC
- Splunk PS provider for 6 years
- Sister company, Scianta Analytics, brings ML/Cognitive Computing to Splunk platform

“Nobody expects more
from us than **we** do.”

Ferguson Mission

Strategic Initiative

Better serve our customers through sales analytics

- ▶ Enterprise adoption of Sales Analytics to reduce churn and improve profits
 - **Diminish Churn** – Understand customer segment behavior to fulfill segment needs and avoid churn
 - **Tailor the Customer Experience** – to meet the needs of the customer based on segment and churn score
 - **Align Sales Initiatives With Marketing Initiatives**





Transforming the Customer Blueprint

Customer Churn

- ▶ The rate at which a company loses customers
- ▶ We look a little deeper and use the customers' transactional data to identify customers who look like they might be getting ready to churn so we can proactively change that.

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Why is it Cheaper to Keep 'Em?



Recency

How *recently* they purchase?



Frequency

How *often* do they spend?



Monetary

How *much* do they spend?

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Customer Blueprint

What is it?

- ▶ Combines past purchase data with predictive data to better understand customer behavior and future needs, including:
 - Customer segment
 - Churn status
 - Customer profitability data
 - Matrix utilization
 - Core product purchases
 - Channel usage
 - Credit limit
 - Suggested next steps



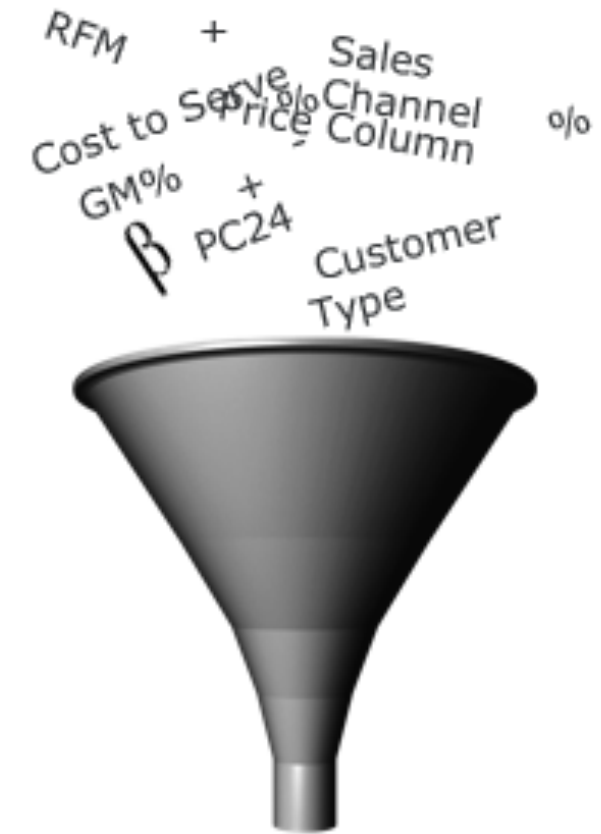
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Enhancing The Customer Experience

Why do we need it?

- ▶ Align resources
- ▶ Improve customer satisfaction
- ▶ Grow our profitability and wallet share
- ▶ We are a data driven company

Using the Customer Blueprint will give you and your teams the tools and information needed to understand their customers better than they already do



Customer Experience Principles

Predicted Values



Fair Deal



Inventory Seeker



Partnership Pursuer



Price Focused



Reliability Focused

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What's in it for Us?



Time

- Spend the right time with the right customers
- Anticipate customer needs
- Strategically align resources with customer needs
- Ensures appropriate channel use



Profits

- Optimize pricing by segment
- Improve margins and share of wallet
- Improve cost to serve ratio
- Enable targeted advertising messages to increase marketing ROI



Satisfied Customers

- Enhance the customer experience
- Build stronger customer relationships, increase loyalty, and reduce churn rates
- Align resources to deliver individualized service to customers





Splunk at Ferguson Enterprises

History With Splunk Cloud

► IT Operations

- Last Hostname by IP Address - Find the most recent Computer associated with an IP Address. (Helps find Assets and Users), Last IP Address by Hostname - Find the most recent IP Address(es) associated with a Computer
- Alert to duplicate IP's and duplex setting mismatches
- Auditing alerts on active directory group changes that can cause serious outage
- Monitor for non-human service account password maintenance mistakes that can bring down critical systems
- ETL monitoring for data warehouse

► Security

- Monitor Active Directory, Firewalls, Windows, Linux, Network Devices, and VPN
- VPN Logins for strange behavior
- Antivirus Alerting
- Bad password attempts causing user account lockout
- Alerting to PKI issues

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History With Splunk Cloud

▶ Digital Marketing & Customer Analytics

- Development and Ecommerce Teams proactively monitor the Development, Test, and Production environments for errors
 - ATG Order Attempts
 - Oracle Errors by Error Code
 - Credit Card Fraud

▶ Service Operations

- Trading Ops, E-Business, and Finance dashboards support application and service support teams saving time both in proactive monitoring as well as diagnosing impact and trends including:
 - Monitor unsuccessful transactions
 - Rebate claims calculations
 - Critical web service monitoring
 - Customer registration tracking
 - Quote requests
 - Most products ordered



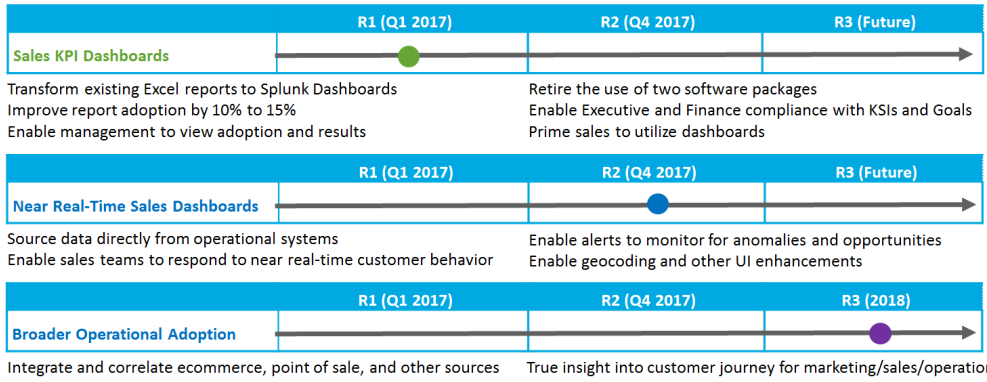
Design Workshop

The Art of the Possible



Roadmap To Put Into Practice

Three stages to the roadmap, (R1, R2, R3) represent an evolutionary strategy that delivers results quickly in R1 and sets the stage for rapid adoption in R2 and R3



Potential First-Year Value Opportunity

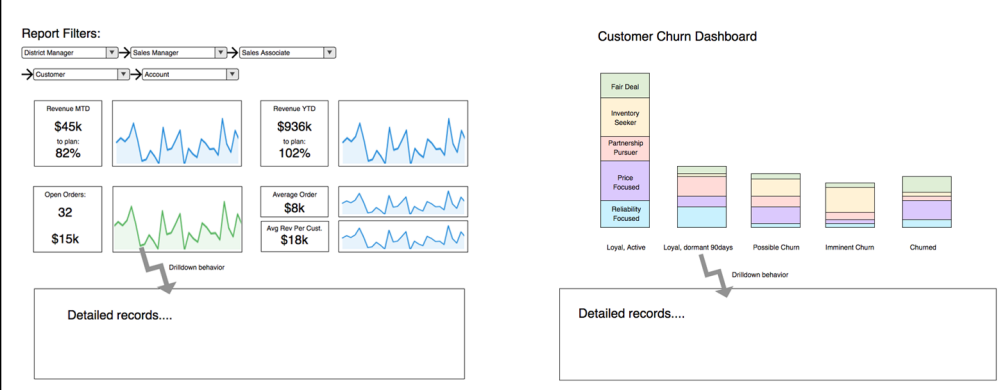
- 15 – 20% improved sales adoption**
- \$206M revenue increase**
- 3 fewer FTE**
- \$267K less expense**

	Before Splunk	With Splunk
Expected Sales Adoption	10%	25% ¹
Customer Count	X 90,000	90,000
Customers affected	9,000	22,500
Expected annual improvement in revenue ²	X \$15,300	\$15,300
Potential First Year Improvement	\$137.7M	\$344.25M
Improvement Difference		↔ \$206.55M ↔

¹25%-30% Range
²An expected 34% increase in revenue using the existing Sales KPI report increases annual revenue per customer from \$45,000 to \$60,300, a \$15,300 increase.

In addition, it was estimated that the use of Splunk dashboards instead of a custom built solution could avoid the cost of 3 full time equivalent headcount costing \$89,000 per year, a potential savings of \$267,000 in headcount per year.

R1 – Sample Dashboard Wireframe Design*



Excel For Cx Data

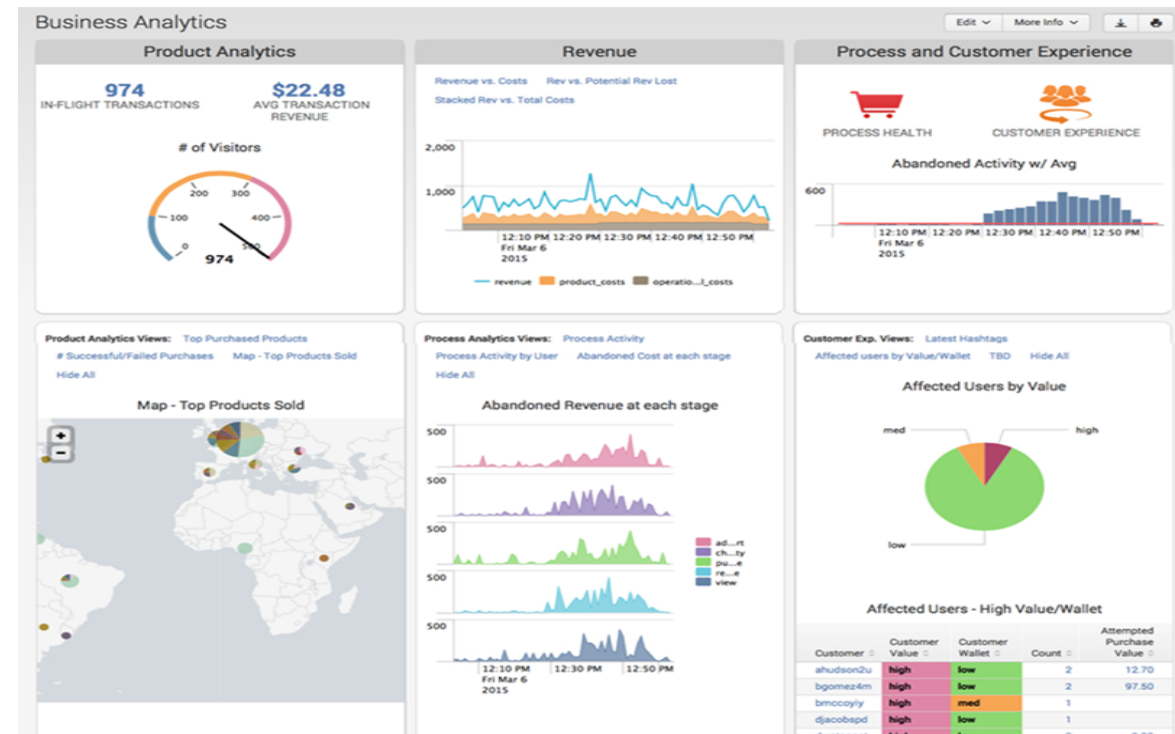
- ▶ Cumbersome - manual data pulls from multiple sources
- ▶ Difficult to share electronically
- ▶ Lacks security (for different viewing levels)
- ▶ Lacks monitoring capabilities
- ▶ “Ugly” raw data - few visualization capabilities
- ▶ Limited drill down capabilities
- ▶ Requires some excel knowledge (filtering, etc.)
- ▶ Inability to look at trends in the data
- ▶ Difficulty incorporating into CRM
- ▶ No room to grow

Customer Warehouse Number	Main House or Outside	Customer NK	Customer Name	Business Gro	Customer Type	Customer Segment	STATUS LI	STATUS CL	CREDIT CODE	Salesman Code	Sales Contact	Rolling 12mo Sales	Rolling 12Mo All-in GP %	Rolling 12Mo All-to Serve Ratic
101	House	207561	1ST FIRE & SECURITY	Commercial	M_COMMBLDR	FAIR DEAL	CHURNED	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 105	66.63%	9.13%
101	House	190927	A MARK PLUMBING LLC	Commercial	M_COMMPLBG	INVENTORY SEEKER	ACTIVE	CHURNING	0	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 1,081	41.44%	8.58%
101	Outside	186277	ABBEY DELTA SOUTH	Commercial	M_HEALTH_PRV	FAIR DEAL	ACTIVE	ACTIVE	0	MAC	MARC CARBONE	\$ 41,951	16.33%	4.51%
101	House	285818	ADVANCED DESIGN & BUILDING	Commercial	M_COMMBLDR	INVENTORY SEEKER	CHURNED	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 1,308	33.00%	0.91%
101	House	218337	AGRUSA & SONS CONTRACTING INC	Commercial	MRO_T_MISCTRL	PARTNERSHIP PURSUER	CHURNED	CHURNED	0	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 2,329	19.46%	17.88%
101	House	187071	AIR COMPRESSOR WORKS INC	Commercial	M_COMMBLDR	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	0	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 34,729	47.25%	11.82%
101	House	282081	ALEX PLUMBING	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 2,689	40.91%	5.41%
101	House	189560	ALL FLORIDA PLUMBING	Commercial	M_COMMBLDR	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	X	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 4,669	40.24%	10.06%
101	Outside	216311	ALTMAN CONTRACTORS INC	Commercial	M_COMMBLDR	PARTNERSHIP PURSUER	CHURNING	CHURNED	0	VL	VINCENT LOIACONO	\$ 8,356	29.35%	18.48%
101	Outside	188035	ARMS PROPERTY MAINTENANCE	Commercial	MRO_T_COMMPROP	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	MAC	MARC CARBONE	\$ 4,620	3.24%	3.92%
101	Outside	187363	ATELYO BELISE	Commercial	M_COMMPLBG	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	0	DGH	DANNY HERNANDEZ	\$ 58,129	33.97%	10.52%
101	House	278403	ATKINS TLC INC	Commercial	MRO_T_HEALTH_PRV	INVENTORY SEEKER	ACTIVE	CHURNING	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 25	44.66%	8.84%
101	House	286312	ATLANTIC CHRISTIAN ACADEMY	Commercial	MRO_T_CHURCH	FAIR DEAL	CHURNED	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 472	88.66%	8.70%
101	House	184128	ATLAS SERVICE INC	Commercial	MRO_T_MISCTRL	PRICE FOCUSED	ACTIVE	ACTIVE	0	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 7,407	8.94%	3.83%
101	House	195643	ATTRACTIVE STONES, INC	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 1,020	27.28%	2.84%
101	Outside	221425	BEARD MARINE	Commercial	MRO_T_BUSINER	INVENTORY SEEKER	CHURNED	CHURNED	AR	MAC	MARC CARBONE	\$ 331	58.18%	8.24%
101	House	194718	BRIAN STOVALL	Commercial	M_COMMBLDR	FAIR DEAL	ACTIVE	CHURNING	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 108	61.71%	8.21%
101	Outside	188906	BUILDERS SPECIALTY CONTRACTORS	Commercial	MRO_T_HOTEL	PRICE FOCUSED	ACTIVE	ACTIVE	0	MAC	MARC CARBONE	\$ 54,463	18.87%	6.85%
101	House	198729	BUILDING DOCTOR SERVICE	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 33,372	15.61%	4.09%
101	House	280410	CA LINDMAN	Commercial	C_STRUCTRL	FAIR DEAL	CHURNED	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 122	71.71%	8.60%
101	Outside	294474	CAPITAL CONSTRUCTION & DEVELOP	Commercial	M_COMMBLDR	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	COD	VL	VINCENT LOIACONO	\$ 14,824	28.88%	2.52%
101	House	222103	CASTLE CONSTRUCTION	Commercial	M_COMMBLDR	FAIR DEAL	CHURNED	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 1,637	99.89%	1.43%
101	House	186588	CEDEMS ELECTRO MECHANICAL INC	Commercial	M_MECH	PARTNERSHIP PURSUER	CHURNED	CHURNED	0	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 322	61.45%	10.14%
101	Outside	301785	CH CONSTRUCTION	Commercial	M_MECH	PARTNERSHIP PURSUER	CHURNED	CHURNED	X	AR	ANTHONY HERNANDEZ	\$ 994	42.42%	5.96%
101	House	303563	CHILDREN OF AMERICA	Commercial	MRO_T_EDUCATION	INVENTORY SEEKER	CHURNING	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 4,609	33.11%	4.45%
101	House	210248	CHRIST FELLOWSHIP CHURCH	Commercial	MRO_T_CHURCH	FAIR DEAL	CHURNED	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 683	58.05%	1.05%
101	Outside	197553	CHRIST FELLOWSHIP CHURCH	Commercial	MRO_P_PLUMBCON_NEW	INVENTORY SEEKER	ACTIVE	CHURNING	X	SIB	STEVE BOOK	\$ 8,641	27.52%	5.33%
101	Outside	190112	CITY OF BOYNTON BEACH	Commercial	MRO_T_LOCAL	FAIR DEAL	ACTIVE	ACTIVE	AR	MAC	MARC CARBONE	\$ 836	46.07%	3.42%
101	Outside	187091	CITY OF WEST PALM BEACH	Commercial	M_COMMPLBG	INVENTORY SEEKER	ACTIVE	ACTIVE	0	DGH	DANNY HERNANDEZ	\$ 845,646	27.67%	5.98%
101	Outside	217171	CITY OF WEST PALM BEACH	Commercial	MRO_T_LOCAL	FAIR DEAL	ACTIVE	ACTIVE	0	MAC	MARC CARBONE	\$ 8,558	49.54%	7.64%
101	Outside	212629	COMFORT SUITED	Commercial	MRO_T_HOTEL	INVENTORY SEEKER	CHURNED	CHURNED	COD	MAC	MARC CARBONE	\$ 16,460	33.47%	1.21%
101	House	217493	COMMERCIAL COOLING CONCEPTS	Commercial	M_MECH	PARTNERSHIP PURSUER	CHURNED	CHURNED	AR	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 268	58.42%	5.63%
101	House	184875	COMMERCIAL PLUMBING INC	Commercial	M_COMMPLBG	INVENTORY SEEKER	ACTIVE	ACTIVE	0	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 57,760	31.06%	17.20%
101	House	187887	CORAL REEF INTERIORS	Commercial	M_COMMBLDR	FAIR DEAL	CHURNED	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 75	54.70%	44.24%
101	Outside	189892	DANMARK DEVELOPMENT LLC	Commercial	S_MULT	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	0	S	JASON SCHW	\$ 81,373	32.97%	8.18%
101	House	217380	DANNY HERNANDEZ	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 3,230	14.22%	21.88%
101	House	188442	DAVEY & ASSOC INC	Commercial	M_MECH	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 1,505	43.78%	9.31%
101	House	204952	DBI SERVICES	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 1,502	63.45%	12.32%
101	Outside	185279	DIOCESE OF PALM BEACH	Commercial	MRO_T_CHURCH	FAIR DEAL	CHURNING	CHURNED	0	RAM	RANDY MOLLERMA	\$ 9,894	38.68%	1.98%
101	House	306932	DON SHAT	Commercial	C_STRUCTRL	INVENTORY SEEKER	CHURNED	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 286	8.46%	6.03%
101	House	266077	EAST WEST BISTRO / KEVIN	Commercial	MRO_T_RESTURNT	INVENTORY SEEKER	CHURNING	CHURNED	X	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 3,894	48.53%	8.60%
101	Outside	200176	EMBASSY SUITES W PALM BCH 2913	Commercial	MRO_T_HOTEL	FAIR DEAL	CHURNED	CHURNED	X	MAC	MARC CARBONE	\$ 801	50.68%	19.28%
101	House	184243	ENTERPRISE CONTRACTORS INC	Commercial	E_ENDUSER	RELIABILITY FOCUSED	ACTIVE	CHURNING	0	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 2,489	41.14%	36.38%
101	Outside	218809	FARMER & BROWN	Commercial	M_COMMPLBG	INVENTORY SEEKER	ACTIVE	ACTIVE	0	DGH	DANNY HERNANDEZ	\$ 926,176	19.45%	4.62%
101	Outside	184795	FINANCE DEPARTACCTS PAYABLE	Commercial	MRO_T_EDUCATION	FAIR DEAL	ACTIVE	CHURNING	0	MAC	MARC CARBONE	\$ 190	56.47%	28.47%
101	Outside	218968	FLORIDA MECHANICAL LLC	Commercial	M_MECH	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	0	DGH	DANNY HERNANDEZ	\$ 45,774	27.75%	5.47%

Emailed Monthly, 4 Tabs, 31 Columns, manual intervention to prepare!

Splunk Cx Dashboard

- ▶ Future all most “real-time” capabilities
- ▶ Cloud based – simple link to share
- ▶ Secure – and allows for different viewer levels
- ▶ Users can be monitored to understand usage – alerts can be set up
- ▶ Visually dynamic dashboard
- ▶ Ability to drill-down into more detailed views
- ▶ Simple to use
- ▶ Trend analysis capabilities
- ▶ Easily incorporate into CRM
- ▶ Automatic alerts to notify the sales team of changes in customer behavior



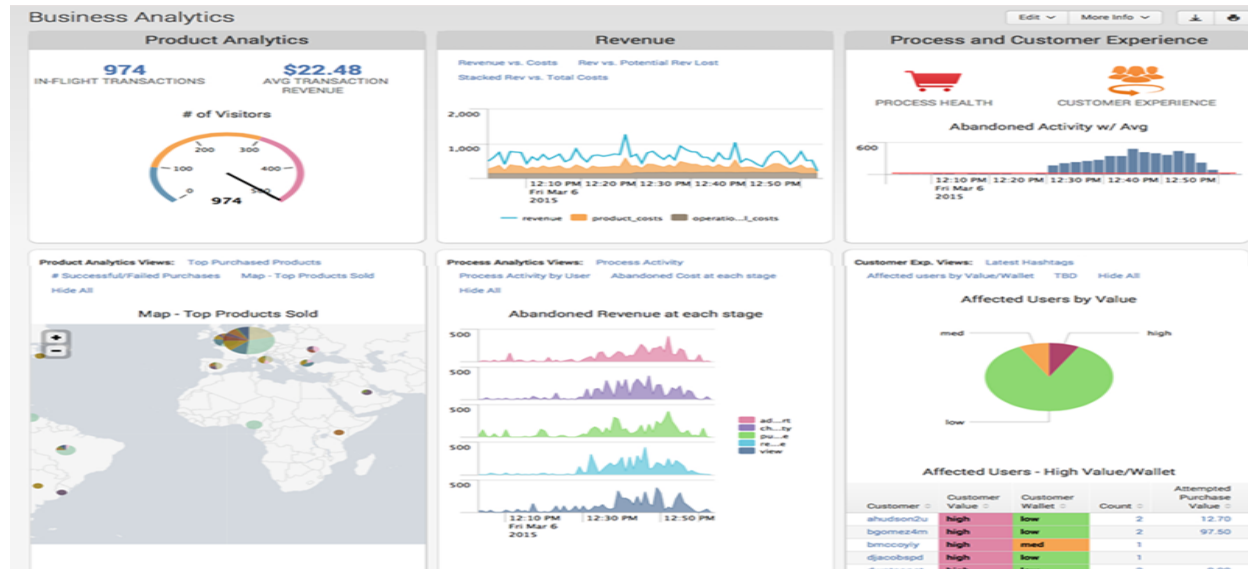
Updated daily*, available on demand, automated

Transform The Data

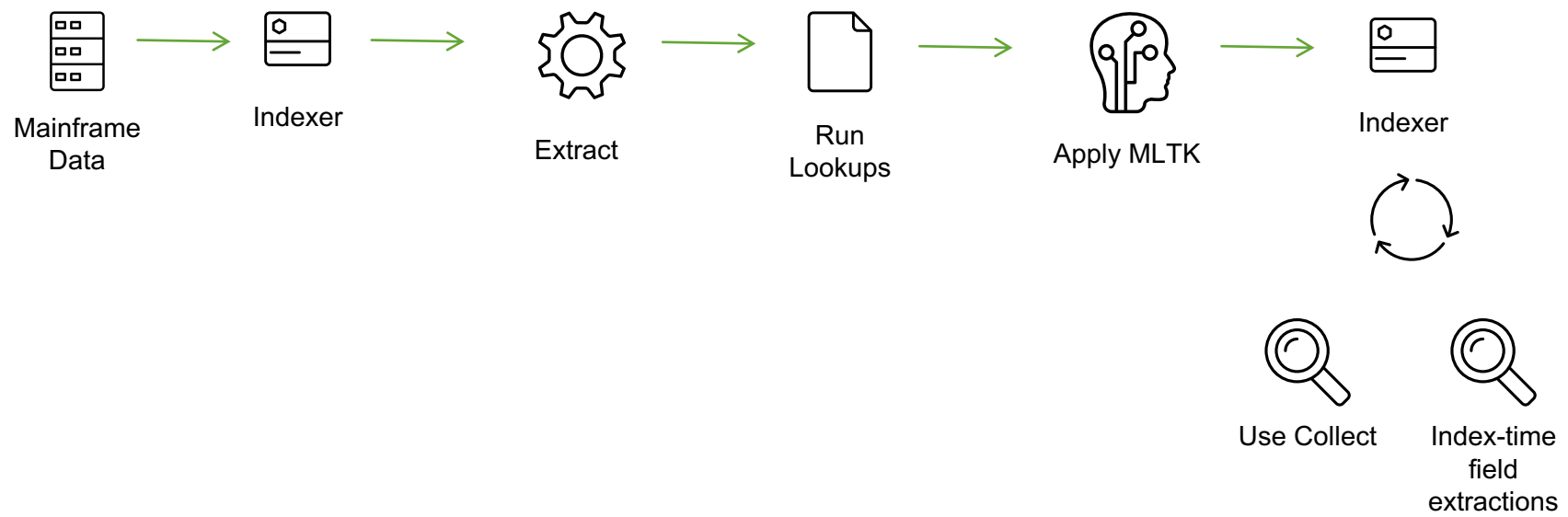
Customer Warehouse Number	House or Outside	Main Customer #	Customer Name	Business Group	Customer Type	Customer Segment	STATUS L1	STATUS C1	CREDIT CODE	Salesman Code	Sales Contact	Rolling 12mo Sales	Rolling 12Mo All-In GP %	Rolling 12Mo All-to-Serve Cost
101	House	207501	1ST FIRE & SECURITY	Commercial	M_COMMBLDR	FAIR DEAL	CHURNED	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 105	66.63%	9.13%
101	House	190927	A MARK PLUMBING LLC	Commercial	M_COMMPLBG	INVENTORY SEEKER	ACTIVE	CHURNING	0	MACC	101-W PALM BEACH HOUSE ACCOUNT	\$ 1,681	41.44%	8.58%
101	Outside	186277	ABBEY DELRAY SOUTH	Commercial MRO	T_HEALTH_PRV	FAIR DEAL	ACTIVE	ACTIVE	0	MACC	101-W PALM BEACH HOUSE ACCOUNT	\$ 41,951	34.13%	4.51%
101	House	285818	ADVANCED DESIGN & BUILDING	Commercial	M_COMMBLDR	INVENTORY SEEKER	CHURNED	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 1,308	33.00%	0.91%
101	House	218337	AGRUSA & SONS CONTRACTING INC	Commercial MRO	T_MISCRTEL	PARTNERSHIP PURSUER	CHURNED	CHURNED	0	MACC	101-W PALM BEACH HOUSE ACCOUNT	\$ 2,239	19.40%	17.88%
101	House	187021	AIR COMPRESSOR WORKS INC	Commercial	M_COMMBLDR	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	0	MACC	101-W PALM BEACH HOUSE ACCOUNT	\$ 34,729	47.25%	11.42%
101	House	282081	ALEX PLUMBING	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 2,689	40.93%	5.41%
101	House	189560	ALL FLORIDA PLUMBING	Commercial	M_COMMBLDR	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	X	MACC	101-W PALM BEACH HOUSE ACCOUNT	\$ 4,609	60.26%	10.40%
101	Outside	210311	ALTMAN CONTRACTORS INC	Commercial	M_COMMBLDR	PARTNERSHIP PURSUER	CHURNING	CHURNED	0	VL	VINCENT LOGICONO	\$ 8,356	29.35%	18.48%
101	Outside	188035	ARMS PROPERTY MAINTENANCE	Commercial MRO	T_COMMPROP	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	MACC	MARK CARBONE	\$ 4,620	8.24%	8.02%
101	Outside	187363	ATELYO HELISE	Commercial	M_COMMPLBG	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	0	DGH	DANNY HERNANDEZ	\$ 58,129	33.97%	10.52%
101	House	278403	ATKINS TLC INC	Commercial MRO	T_HEALTH_PRV	INVENTORY SEEKER	ACTIVE	CHURNING	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 25	44.66%	8.84%
101	House	286312	ATLANTIC CHRISTIAN ACADEMY	Commercial MRO	T_CHURCH	FAIR DEAL	CHURNED	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 472	48.66%	8.70%
101	House	184178	ATLAS SERVICE INC.	Commercial MRO	T_MISCRTEL	PRICE FOCUSED	ACTIVE	ACTIVE	0	MACC	101-W PALM BEACH HOUSE ACCOUNT	\$ 7,407	0.94%	3.83%
101	House	195643	ATTRACTIVE STONES, INC	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 1,020	27.28%	2.86%
101	Outside	221425	BIARDI MARINE	Commercial MRO	T_BUSINSE	INVENTORY SEEKER	CHURNED	CHURNED	AR	MACC	MARK CARBONE	\$ 331	58.18%	8.24%
101	House	194738	BIJARI STOVALL	Commercial	M_COMMBLDR	FAIR DEAL	ACTIVE	CHURNING	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 108	61.31%	8.21%
101	Outside	188906	BUILDERS SPECIALTY CONTRACTORS	Commercial MRO	T_RENOV_HOTEL	PRICE FOCUSED	ACTIVE	ACTIVE	0	MACC	MARK CARBONE	\$ 54,463	13.47%	6.35%
101	House	198729	BUILDING DOCTOR SERVICE	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 34,372	15.61%	4.09%
101	House	280410	CA LINDMAN	Commercial	C_STRUCTRL	FAIR DEAL	CHURNED	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 122	71.71%	8.60%
101	Outside	294474	CAPITAL CONSTRUCTION & DEVELOP	Commercial	M_COMMBLDR	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	COD	VL	VINCENT LOGICONO	\$ 14,824	28.48%	2.52%
101	House	223103	CASTLE CONSTRUCTION	Commercial	M_COMMBLDR	FAIR DEAL	CHURNED	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 1,637	99.89%	1.43%
101	House	186588	CEDARS ELECTRO MECHANICAL INC	Commercial	M_MECH	PARTNERSHIP PURSUER	CHURNED	CHURNED	X	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 322	61.45%	10.14%
101	Outside	301785	CHI CONSTRUCTION	Commercial	M_MECH	PARTNERSHIP PURSUER	CHURNED	CHURNED	X	ADH	ANTHONY HERNANDEZ	\$ 994	42.42%	5.36%
101	House	303563	CHILDREN OF AMERICA	Commercial MRO	T_EDUCATION	INVENTORY SEEKER	CHURNING	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 4,609	33.11%	4.45%
101	House	230248	CHRIST FELLOWSHIP CHURCH	Commercial MRO	T_CHURCH	FAIR DEAL	CHURNED	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 683	58.05%	1.05%
101	Outside	197553	CHRIST FELLOWSHIP CHURCH	Commercial MRO	P_PLUMBING_NEW	INVENTORY SEEKER	ACTIVE	ACTIVE	X	SIB	STEVE BOOK	\$ 8,661	27.52%	5.31%
101	Outside	190112	CITY OF BOYNTON BEACH	Commercial MRO	GOVT_LOCAL	FAIR DEAL	ACTIVE	ACTIVE	AR	MACC	MARK CARBONE	\$ 836	46.07%	3.42%
101	Outside	187091	CITY OF WEST PALM BEACH	Commercial	M_COMMBLDR	FAIR DEAL	ACTIVE	ACTIVE	0	DGH	DANNY HERNANDEZ	\$ 845,646	27.07%	5.98%
101	Outside	217171	CITY OF WEST PALM BEACH	Commercial MRO	GOVT_LOCAL	FAIR DEAL	ACTIVE	ACTIVE	0	MACC	MARK CARBONE	\$ 8,558	49.18%	7.60%
101	House	214629	COMFORT SUITED	Commercial MRO	T_HOTEL	INVENTORY SEEKER	CHURNED	CHURNED	COD	MACC	MARK CARBONE	\$ 16,460	33.47%	1.21%
101	House	217493	COMMERCIAL COOLING CONCEPTS	Commercial	M_MECH	PARTNERSHIP PURSUER	CHURNED	CHURNED	AR	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 268	58.42%	5.63%
101	House	184875	COMMERCIAL PLUMBING INC	Commercial	M_COMMPLBG	INVENTORY SEEKER	ACTIVE	ACTIVE	0	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 57,760	31.06%	17.20%
101	House	187487	CORAL REEF INTERIORS	Commercial	M_COMMBLDR	FAIR DEAL	CHURNED	CHURNED	COD	75	54.70%	44.24%		
101	Outside	189892	DANMARK DEVELOPMENT LLC	Commercial	B_MULTI	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	0	JS	JASON SLOIN	\$ 81,373	32.97%	8.18%
101	House	217980	DANNY HERNANDEZ	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 3,230	14.82%	21.88%
101	House	188442	DAVEY & ASSOC INC	Commercial	M_MECH	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 1,505	42.78%	9.31%
101	House	204852	DBI SERVICES	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 1,502	68.45%	12.22%
101	Outside	185276	DIODES OF PALM BEACH	Commercial MRO	T_CHURCH	FAIR DEAL	CHURNING	CHURNED	0	RHM	RANDY MOLEMA	\$ 9,804	38.48%	1.96%
101	House	306932	DON SIDAT	Commercial	C_STRUCTRL	INVENTORY SEEKER	CHURNED	CHURNED	COD	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 286	8.46%	6.63%
101	House	266077	EAST WEST BISTRO / KEVIN	Commercial MRO	T_RESTURNT	INVENTORY SEEKER	CHURNING	CHURNED	X	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 3,804	48.93%	8.60%
101	Outside	290176	EMBASSY SUITES W PALM BCH 2913	Commercial MRO	T_HOTEL	FAIR DEAL	CHURNED	CHURNED	X	MACC	MARK CARBONE	\$ 801	50.48%	19.28%
101	House	184743	ENTERPRISE CONTRACTORS INC	Commercial	T_ENDRSR	RELIABILITY FOCUSED	CHURNING	CHURNING	0	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 2,489	41.14%	4.14%
101	Outside	218809	FARMER & IRWIN	Commercial	M_COMMPLBG	INVENTORY SEEKER	ACTIVE	ACTIVE	0	DGH	DANNY HERNANDEZ	\$ 926,176	19.41%	4.62%
101	Outside	184795	FINANCE DEPART/ACCTS PAYABLE	Commercial MRO	T_EDUCATION	FAIR DEAL	ACTIVE	CHURNING	0	MACC	MARK CARBONE	\$ 190	56.47%	28.47%
101	Outside	218068	FLORIDA MECHANICAL LLC	Commercial	M_MECH	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	0	DGH	DANNY HERNANDEZ	\$ 45,774	27.75%	5.47%

From this

To this



Data Workflow



Daily Ingest Process

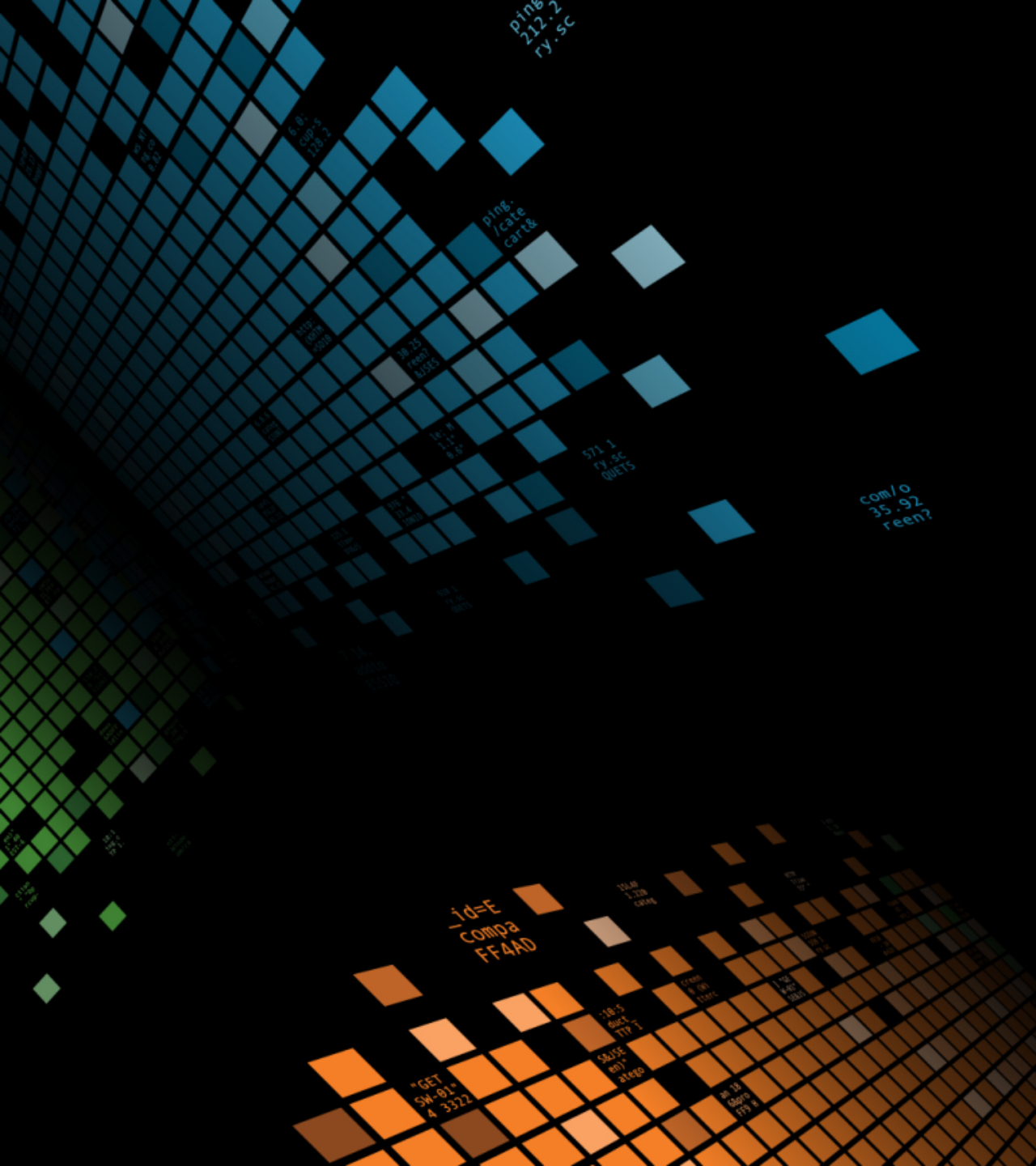
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Keys To Success

1. Data must be transformed (in motion) to be useful
2. Understand MLTK and apply algorithms correctly
3. Leverage native Splunk features to assure scale and performance

Demo

Overview of Sales Manager and User Audit Panels



Benefits

Sales Person/ Sales Manager

1. Easy to use, holistic tool to gauge individual account health and identify areas of opportunity
2. Easily filter down to the pertinent salesperson or business group data eliminates outside noise and allows our Sales Managers to quickly obtain the needed information. Ability to review supporting data is important
3. Inclusion of metrics such as churn status and cost to serve have differentiated the CX Blueprint from existing sales management tools
4. CX Blueprint provides a view of other managerial data all in one place so that an educated decision regarding account strategy can be made

“Great work on this! This sales tool will help us to have a **deeper understanding** of our customers.”

Area Sales Manager

“What used to take hours of cumbersome pivots, chart creations, and waiting for excel to ‘respond’ now takes a significant **less amount of time** to produce and provide needed customer data to our sales force.”

Sales Director



Learnings & Looking Ahead

Key Takeaways

1. It is possible to have too much data
2. Ability to review supporting data is important
3. Equally important to frame the data points in a descending order of importance as this allows for the most impactful data to be front and center
4. It is important to include representatives from the field in the design process. They represent the target audience
5. Including associates early in the process bolsters other field associates' perception of the final product in that "some of their own" had a say in the format

What's Next?

1. Automation, what steps in the current process can be automated to reduce the time and labor spent each month on producing the CX Blueprint content? Can data be made available in a more frequent manner?
2. Requested YOY metrics to be included to increase the visibility of account health compared to the past years
3. Inclusion of additional data points from other areas of the organization that have an impact on account strategy (ex. Credit, Ferguson Rewards)
4. Stand-alone business groups, take deliverable created for blended locations and replicate for other business groups throughout the company

Q&A

Chandra Vaughan | Customer Experience And Marketing Analyst, Ferguson Enterprises

Mike Cormier | Managing Director, Concanon

Thank You

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