

Splunk and Machine Learning for Sales Efficiency

Empowering the Sales Force With Customer
Insight Dashboards and Analysis

Chandra Vaughan | Customer Experience And Marketing Analyst, Ferguson Enterprises

Mike Cormier | Managing Director, Concanon

September 2017 | Washington, DC

Forward-Looking Statements

During the course of this presentation, we may make forward-looking statements regarding future events or the expected performance of the company. We caution you that such statements reflect our current expectations and estimates based on factors currently known to us and that actual events or results could differ materially. For important factors that may cause actual results to differ from those contained in our forward-looking statements, please review our filings with the SEC.

The forward-looking statements made in this presentation are being made as of the time and date of its live presentation. If reviewed after its live presentation, this presentation may not contain current or accurate information. We do not assume any obligation to update any forward looking statements we may make. In addition, any information about our roadmap outlines our general product direction and is subject to change at any time without notice. It is for informational purposes only and shall not be incorporated into any contract or other commitment. Splunk undertakes no obligation either to develop the features or functionality described or to include any such feature or functionality in a future release.

Splunk, Splunk>, Listen to Your Data, The Engine for Machine Data, Splunk Cloud, Splunk Light and SPL are trademarks and registered trademarks of Splunk Inc. in the United States and other countries. All other brand names, product names, or trademarks belong to their respective owners. © 2017 Splunk Inc. All rights reserved.

Agenda

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

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>

.conf2017

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

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.

How *recently* they purchase?



How *often* do they spend?



How *much* do they spend?

- 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



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

Spend the right time with the right customers	Optimize pricing by segment	Enhance the customer experience
Anticipate customer needs	Improve margins and share of wallet	Build stronger customer relationships, increase loyalty, and reduce churn rates
Strategically align resources with customer needs	Improve cost to serve ratio	
Ensures appropriate channel use	Enable targeted advertising messages to increase marketing ROI	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

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

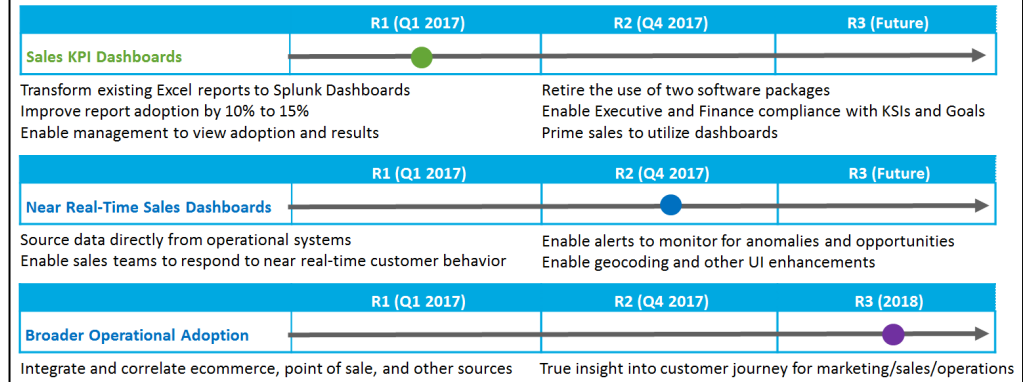
Design Workshop

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

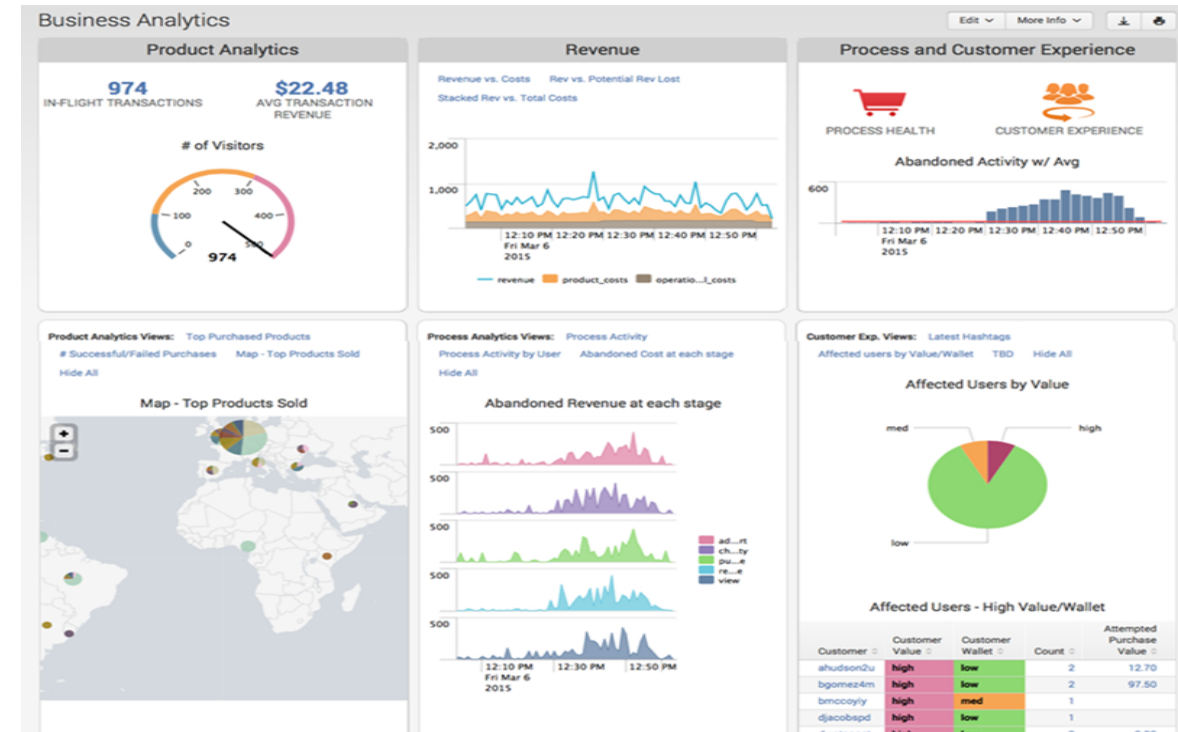
- Cumbersome - manual data pulls from multiple sources
- Difficult to share electronically
- Lacks security (for different viewing levels)
- Lacks monitoring capabilities
- “Ugly” raw data - few visualization capabilities
- Limited drill down capabilities
- Requires some excel knowledge (filtering, etc.)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

Customer Warehouse Number	House or Outside	Main Customer NK	Customer Name	Business Group	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 Ratio
101	House	207561	1ST FIRE & SECURITY	Commercial	M_COMMBLDR	FAIR DEAL	CHURNED	CHURNED	000	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 105	66.63%	9.13%
101	House	159927	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	136277	ABBEY DELUXE SOUTH	Commercial MRO	T_HEALTH_PRIV	FAIR DEAL	ACTIVE	ACTIVE	0	MAC	MARC CARBONE	\$ 41,951	34.33%	4.51%
101	House	285818	ADVANCED DESIGN & BUILDING	Commercial	M_COMMBLDR	INVENTORY SEEKER	CHURNED	CHURNED	000	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%	17.58%
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	000	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%	10.62%
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	000	MAC	MARC CARBONE	\$ 4,630	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 TFC INC	Commercial MRO	T_HEALTH_PRIV	INVENTORY SEEKER	ACTIVE	CHURNING	000	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	000	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 472	48.66%	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	6.94%	3.83%
101	House	195643	ATTRACTIVE STONES, INC	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	000	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	000	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 108	61.71%	8.21%
101	Outside	158906	BUILDERS SPECIALTY CONTRACTORS	Commercial MRO	T_RENOV_HOTEL	PRICE FOCUSED	ACTIVE	ACTIVE	0	MAC	MARC CARBONE	\$ 54,463	18.87%	6.25%
101	House	198729	BUILDING DOCTOR SERVICE	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	000	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	000	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	000	VL	VINCENT LOIACONO	\$ 14,824	28.88%	2.52%
101	House	222103	CASTLE CONSTRUCTION	Commercial	M_COMMBLDR	FAIR DEAL	CHURNED	CHURNED	0	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 1,637	39.89%	1.43%
101	House	186588	CEADMS 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	000	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	000	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 683	58.05%	1.05%
101	Outside	197553	CHRIST FELLOWSHIP CHURCH	Commercial MRO	P_LUBMCCON_NEW	INVENTORY SEEKER	ACTIVE	CHURNING	X	SIB	STEVE BOOK	\$ 8,641	27.52%	5.33%
101	Outside	130112	CITY OF BOYNTON BEACH	Commercial MRO	GOVT_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	217121	CITY OF WEST PALM BEACH	Commercial MRO	GOVT_LOCAL	FAIR DEAL	ACTIVE	ACTIVE	0	MAC	MARC CARBONE	\$ 8,558	49.54%	7.66%
101	Outside	212629	COMFORT SUITED	Commercial MRO	T_HOTEL	INVENTORY SEEKER	CHURNED	CHURNED	000	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	157687	CORAL REEF INTERIORS	Commercial	M_COMMBLDR	FAIR DEAL	CHURNED	CHURNED	000	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 75	54.76%	44.24%
101	Outside	189892	DANMARK DEVELOPMENT LLC	Commercial	S_MULTL	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	0	JS	JASON SCHW	\$ 81,373	32.97%	8.28%
101	House	217380	DANNY HERNANDEZ	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	000	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	000	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 1,505	42.78%	9.31%
101	House	204952	DBI SERVICES	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	000	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 MOLLEMA	\$ 9,894	38.68%	1.98%
101	House	306932	DON SHAT	Commercial	C_STRUCTRL	INVENTORY SEEKER	CHURNED	CHURNED	000	101	101-W PALM BEACH HOUSE ACCOUNT	\$ 286	1.46%	6.67%
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%	8.66%
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 & IRWIN	Commercial	M_COMMPLBG	INVENTORY SEEKER	ACTIVE	ACTIVE	0	DGH	DANNY HERNANDEZ	\$ 926,176	19.41%	4.62%
101	Outside	184795	FINANCE DEPARTMENTS PAYABLE	Commercial MRO	T_EDUCATION	FAIR DEAL	ACTIVE	CHURNING	0	MAC	MARC 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%

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



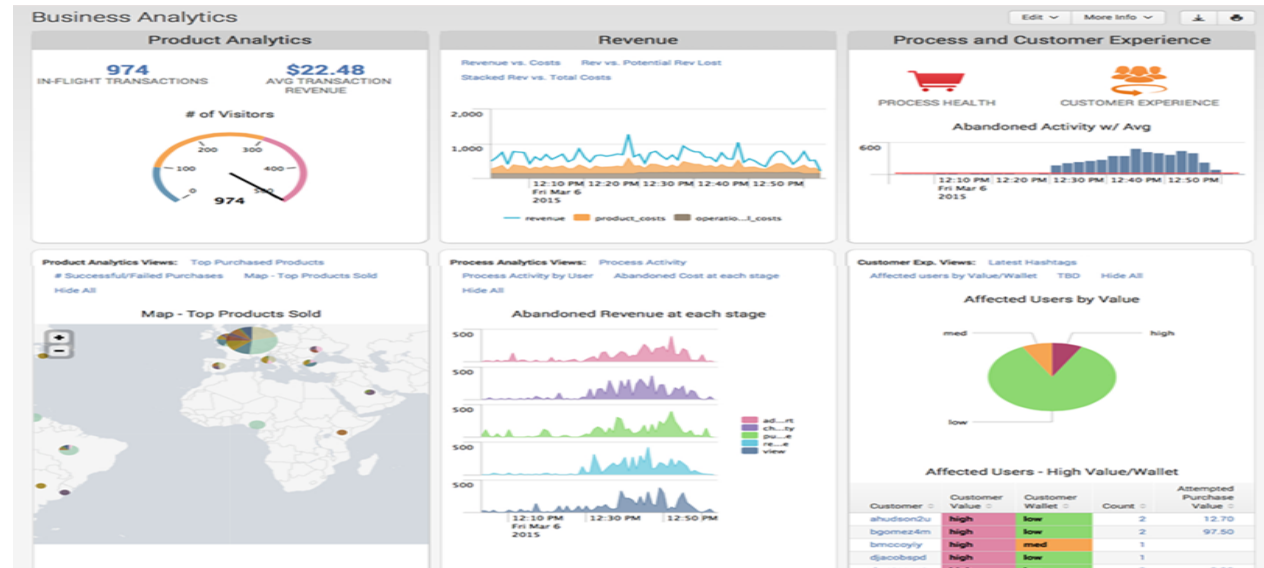
Updated daily*, available on demand,
automated

Transform The Data

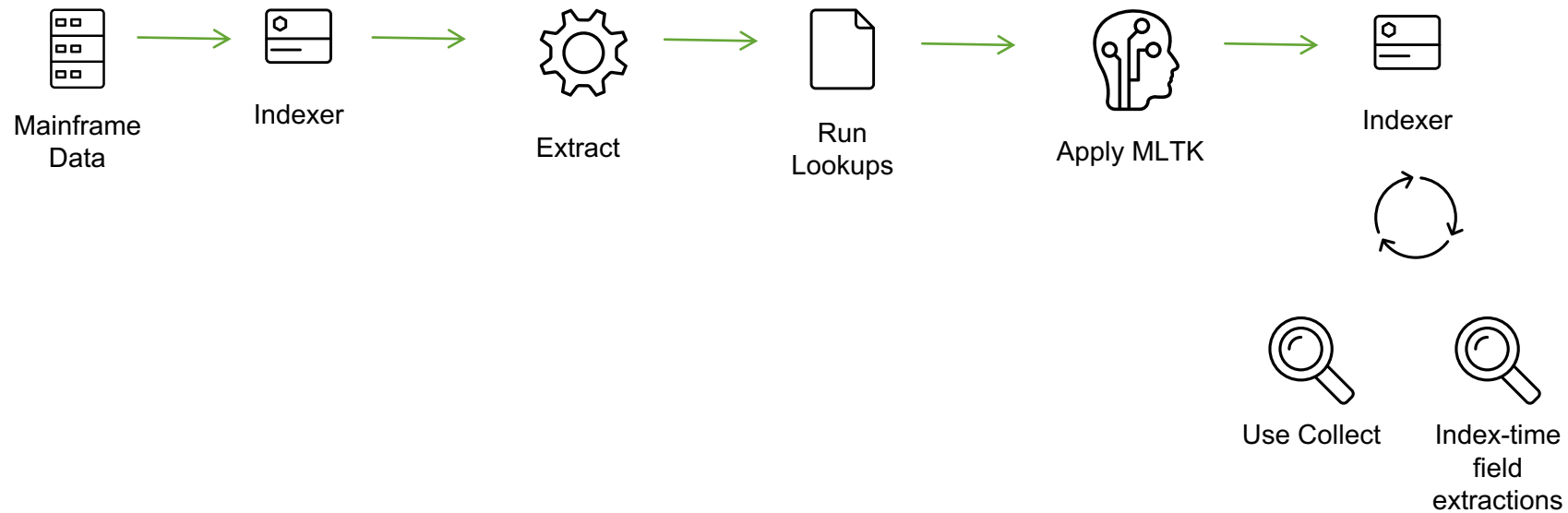
From this

Customer Warehouse Number	House or Outside	Main Customer HK	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 Cost to Serve Ratio	
101	House	207501	1ST FIRE & SECURITY	Commercial	M_COMMBLDR	FAIR DEAL	CHURNED	CHURNED	COD	001	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	COD	0	101-W PALM BEACH HOUSE ACCOUNT	\$	1,681	41.44%	5.88%
101	Outside	186277	ABBEY DELRAY SOUTH	Commercial MRO	T_HEALTH_PRIV	FAIR DEAL	ACTIVE	ACTIVE	COD	0	MAC	\$	41,951	34.13%	4.51%
101	House	285818	ADVANCED DESIGN & BUILDING	Commercial	M_COMMBLDR	INVENTORY SEEKER	CHURNED	CHURNED	COD	0	101-W PALM BEACH HOUSE ACCOUNT	\$	3,308	33.00%	0.91%
101	House	218337	AGRIUS & SONS CONTRACTING INC	Commercial MRO	T_MULTI	PARTNERSHIP PURSUER	CHURNED	CHURNED	COD	0	101-W PALM BEACH HOUSE ACCOUNT	\$	2,239	19.46%	17.88%
101	House	187021	AIR COMPRESSOR WORKS INC	Commercial	M_COMMBLDR	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	COD	0	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	0	101-W PALM BEACH HOUSE ACCOUNT	\$	2,689	40.91%	5.41%
101	House	187960	ALL FLORIDA PLUMBING	Commercial	M_COMMBLDR	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	X	101	101-W PALM BEACH HOUSE ACCOUNT	\$	4,609	40.24%	10.40%
101	Outside	216311	ALTMAN CONTRACTORS INC	Commercial	M_COMMBLDR	PARTNERSHIP PURSUER	CHURNING	CHURNED	COD	0	VL	\$	8,356	29.35%	18.48%
101	Outside	188035	ARMS PROPERTY MAINTENANCE	Commercial MRO	T_COMMPROP	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	0	MAC	\$	4,620	8.24%	3.02%
101	Outside	187363	ATELYO HEUSLE	Commercial	M_COMMPLBG	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	COD	0	DGH	\$	58,129	33.97%	10.52%
101	House	278403	ATKINS LLC INC	Commercial MRO	T_HEALTH_PRIV	INVENTORY SEEKER	CHURNING	CHURNED	COD	0	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	0	101-W PALM BEACH HOUSE ACCOUNT	\$	472	48.66%	8.70%
101	House	184178	ATLAS SERVICE INC.	Commercial MRO	T_MISCTEL	PRICE FOCUSED	ACTIVE	ACTIVE	COD	0	101-W PALM BEACH HOUSE ACCOUNT	\$	7,407	0.94%	3.81%
101	House	195643	ATTRACTIVE STONES, INC	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	0	101-W PALM BEACH HOUSE ACCOUNT	\$	1,020	27.28%	2.88%
101	Outside	221425	BEARD MARINE	Commercial MRO	T_BUSINER	INVENTORY SEEKER	CHURNED	CHURNED	AR	MAC	101-W PALM BEACH HOUSE ACCOUNT	\$	331	58.18%	8.24%
101	House	194731	BIRIAU STOVALL	Commercial	M_COMMBLDR	FAIR DEAL	CHURNING	CHURNED	COD	0	101-W PALM BEACH HOUSE ACCOUNT	\$	108	61.71%	8.21%
101	Outside	188906	BUILDERS SPECIALTY CONTRACTORS	Commercial MRO	T_RENOV_HOTEL	PRICE FOCUSED	ACTIVE	ACTIVE	COD	0	MAC	\$	54,463	13.47%	6.35%
101	House	198729	BUILDING DOCTOR SERVICE	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	0	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	0	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	0	VL	\$	14,824	28.88%	2.52%
101	House	222103	CASTLE CONSTRUCTION	Commercial	M_COMMBLDR	FAIR DEAL	CHURNED	CHURNED	COD	0	101-W PALM BEACH HOUSE ACCOUNT	\$	1,637	39.89%	1.43%
101	House	186588	CEDARS ELECTRO MECHANICAL INC	Commercial	M_MECH	PARTNERSHIP PURSUER	CHURNED	CHURNED	COD	0	VL	\$	322	61.45%	10.14%
101	Outside	301785	CH CONSTRUCTION	Commercial	M_MECH	PARTNERSHIP PURSUER	CHURNED	CHURNED	X	ADN	ANTHONY HERNANDEZ	\$	994	42.42%	5.36%
101	House	303563	CHILDREN OF AMERICA	Commercial MRO	T_EDUCATION	INVENTORY SEEKER	CHURNING	CHURNED	COD	0	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	0	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	CHURNING	X	SIB	STEVE BOOK	\$	8,641	27.52%	5.31%
101	Outside	190312	CITY OF BOYNTON BEACH	Commercial MRO	GOVT_LOCAL	FAIR DEAL	ACTIVE	ACTIVE	AR	MAC	MAC	\$	836	46.07%	3.42%
101	Outside	187091	CITY OF WEST PALM BEACH	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	0	DGH	\$	845,646	27.07%	5.98%
101	Outside	217171	CITY OF WEST PALM BEACH	Commercial MRO	GOVT_LOCAL	FAIR DEAL	ACTIVE	ACTIVE	COD	0	MAC	\$	8,558	49.18%	7.66%
101	House	214629	COMFORT SUITE	Commercial MRO	T_HOTEL	INVENTORY SEEKER	CHURNED	CHURNED	COD	0	MAC	\$	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	COD	0	101-W PALM BEACH HOUSE ACCOUNT	\$	57,760	31.06%	17.20%
101	House	187687	CORAL REEF INTERIORS	Commercial	M_COMMBLDR	CHURNED	CHURNED	CHURNED	COD	0	101-W PALM BEACH HOUSE ACCOUNT	\$	75	54.70%	48.24%
101	Outside	189892	DANMARK DEVELOPMENT LLC	Commercial	B_MULTI	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	COD	0	5	\$	81,373	32.97%	8.18%
101	House	217980	DANNY HERNANDEZ	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	0	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	0	101-W PALM BEACH HOUSE ACCOUNT	\$	1,505	42.78%	9.31%
101	House	204952	DB SERVICES	Commercial	M_COMMBLDR	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	0	101-W PALM BEACH HOUSE ACCOUNT	\$	1,502	63.45%	12.12%
101	Outside	185279	DICKS OF PALM BEACH	Commercial MRO	T_CHURCH	FAIR DEAL	CHURNING	CHURNED	COD	0	RAM	\$	9,804	38.68%	1.96%
101	House	306932	DON SIDAT	Commercial	C_STRUCTRL	INVENTORY SEEKER	CHURNED	CHURNED	COD	0	101-W PALM BEACH HOUSE ACCOUNT	\$	286	8.46%	6.63%
101	House	266077	EAST WEST BISTRO / KEVIN	Commercial MRO	T_RESTURM	INVENTORY SEEKER	CHURNING	CHURNED	X	101	101-W PALM BEACH HOUSE ACCOUNT	\$	3,804	68.53%	8.60%
101	Outside	200176	EMBASSY SUITES W PALM BCH 2913	Commercial MRO	T_HOTEL	FAIR DEAL	CHURNED	CHURNED	X	MAC	MAC	\$	801	50.48%	19.28%
101	House	184243	ENTERPRISE CONTRACTORS INC	Commercial	E_ENDUSER	RELIABILITY	CHURNING	CHURNED	COD	0	101-W PALM BEACH HOUSE ACCOUNT	\$	2,449	41.14%	36.01%
101	Outside	218809	FARMER & IRWIN	Commercial	M_COMMPLBG	INVENTORY SEEKER	ACTIVE	ACTIVE	COD	0	DGH	\$	926,176	19.41%	4.62%
101	Outside	184795	FINANCE DEPART/ACCTS PAYABLE	Commercial MRO	T_EDUCATION	FAIR DEAL	ACTIVE	CHURNING	COD	0	MAC	\$	190	56.47%	28.47%
101	Outside	218068	FLORIDA MECHANICAL LLC	Commercial	M_MECH	PARTNERSHIP PURSUER	ACTIVE	ACTIVE	COD	0	DGH	\$	45,774	27.75%	5.47%

To this



Data Workflow



Daily Ingest Process

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

Don't forget to **rate this session** in the
.conf2017 mobile app

splunk> .conf2017