

How The Main Used AI-Driven BI Tools to Turn Customer Data into Smarter Business Decisions

At a glance

Challenges

- Sales and marketing teams lacked visibility into real-time customer behaviour
- Manual reporting meant delayed decision-making
- No link between promotions and revenue impact

Results

- 28% increase in average order value
- 15% increase in targeted offer acceptance
- Faster, more confident decision-making across departments

"We believed our customers would spend more if we got the timing and offer right. But we didn't have a system to help us do this," says Davies.

Davies' team was also reluctant to make these decisions because they lacked the tools to interpret the data.

"We knew we were missing data and information that would help us deliver more value to the business and customers."

Missed opportunities

The company couldn't see which campaigns were working, what offers worked with which segments, or how customer preferences shifted.

As a result, hidden opportunities in the data were being missed.

The Main contacted BridgesData, a provider of AI-powered business intelligence tools.

Finding the right solution

When we first reviewed The Main setup, we saw great potential," says Lesley Moore, BI Solutions Lead at BridgesData.

"They had a wealth of customer and sales data. But, they needed a way to bring this together and analyse it so that they could act on it."

The Main wanted a solution to integrate with its existing ERP and CRM tools and avoid major disruptions to its day-to-day operations.

No Time To Lose: The Challenge

For staff at The Main, a mid-sized electronics company, decision-making felt like solving a jigsaw puzzle without the picture.

Staff had to manage stock levels, track customer behaviour, and try to offer the right promotions at the right time.

"We knew there were patterns in the data," says Robert Davies, Operations Director, "but it often felt like guesswork trying to find them."

A Fragmented View

Experienced team members understood what might work, but their insights were siloed and challenging to scale.

Need a case study like this? www.sandsedlington.com

This is a worked sample.

After a system audit, BridgesData recommended its BI platform, which consolidates data from multiple systems and provides real-time, personalised insights.

Sales managers and product teams can access dashboards that suggest customised offers based on buying behaviour, regional trends, and inventory levels.

Staff can adjust or approve these offers before they're emailed as they're displayed in the company's customer portal.

Staying safe and secure

One of Davies' key concerns was data security, particularly when combining customer and transactional data across departments.

"We need compliance and control," says Davies.

"I have to be confident our data stays within our environment and that nothing is being processed outside our secure network."

BridgesData provided a live demo of the data flow, showing on-site processing, with no external access or third-party dependencies.

"Once we saw how it worked, we could see our data working for us, not just sitting in spreadsheets," says Davies.

Stress-free implementation

BridgesData worked directly with The Main's IT and operations teams to create a step-by-step rollout that started with one product line and expanded across the business.

They also resolved compatibility issues with legacy systems and worked with The Main's CRM provider to streamline data sharing between platforms.

BridgesData also provided staff with in-person training on a practice system configured with data similar to what they use daily.

To help The Main's staff, BridgesData provided them with a one-to-one helpline they could call whenever they needed it.

"I didn't think we could do personalisation or predictive analytics at this scale. It has freed up our team to focus on strategy, not spreadsheets."

Keeping up with changing markets in real-time

Operations team member Asha receives an alert from the new dashboard:

Regional sales of one product line are dropping. Meanwhile, customers in the same segment are increasing their orders of a related stock-keeping unit (SKU).

With a few clicks, Asha organises a promotional bundle based on this information. Within a month, the product's sales had stabilised.

"Before, this would have taken days of checking reports and hoping the trend was real. Now I can act quickly and know it's the right move," Asha says.

Davies feels positive about the future: "We're able to adapt to customers' needs much more quickly, and we have more time to learn what they want from us now and in the future."

At a glance - the results

- 28% increase in average order value
- 15% increase in upgrades and cross-sells
- Delivering more value for customers and the company

Need a case study like this? www.sandsedlington.com

This is a worked sample.