

Retail Week Prospect is an invaluable tool which helped Yocuda grow their business

BUSINESS OVERVIEW AND CHALLENGES

Yocuda – formerly eReceipts – launched their new brand after rapid growth in 2015 and with an expanding client base.

Their exciting new service makes them much more than a digital receipt provider; it gives retailers the power to identify and engage 100% of in-store customers, in real time.

“ With our real time insights, Yocuda empowers staff to have more meaningful conversations with customers on the shop floor that will ultimately tailor the experience, drive customer loyalty and allow retailers to optimise sales opportunities. ”
Andrew Carroll, CEO

One of the main challenges the Yocuda business development team faced was time wasted, talking to the wrong people in their target retailers.

Retail Week Prospect has helped them overcome this challenge by ensuring that they have the information they needed to have the right conversations with the right people.

OBJECTIVE

- Target the right person in the organisation
- Have the latest information on market trends
- Have unique intelligence on the tech strategies of the country's top retailers

Yocuda used Retail Week Prospect to identify the right person at the right retailers, and initiate earlier conversations about their needs.

Yocuda used the unique intelligence provided by Retail Week Prospect to ensure their pitch perfectly matched the retailer's strategy.



BENEFITS

Retail Week Prospect empowers the team at Yocuda by giving them complete access to the profiles of the UK's most innovative retailers, including details of their key decision makers.

Right person, right time

- Retail Week Prospect tool saves Yocuda time and money by making it easy to quickly find the right person to speak to.

Right retailer, right strategy

- Initiate earlier conversations with the right retailers by accessing live data on the tech and eComm strategies of the retailers.

Keep ahead of the competition

- In-depth analysis on market trends and industry changes enables the Yocuda team to keep up to speed with retailer insight and stay ahead of their competition.

HOW RETAIL WEEK PROSPECT HELPED YOCUDA

Creates more high quality opportunities

- Gives the team at Yocuda unique intelligence on the most influential decision makers at their target retailers.

Convert opportunities faster

- Yocuda save time by tracking existing clients and alerting them on people moves or strategy that might affect their current relationships.

Have better conversations

- Retail Week Prospect helps inform Yocuda and ensures that they are having the right conversations with retailers so their strategic goals align with their solutions.

Provides in-depth insight

- Exclusive access to the retailer's profiles; within 5 minutes, the team at Yocuda are able to get a thorough understanding of retailers' strategies.

“

Retail Week Prospect speeds our sales cycle up by helping us target the right people in a retailer and have informed conversations with them at the right time. It has been a great tool in helping us grow in the last 12 months.

Matthew Ayres, Business Development Executive

”

For more information about Retail Week Prospect
visit retailweekprospect.com

To learn more about Yocuda
visit yocuda.com