



With the Vision to Make Predictive Customer Analytics Accessible to Small and Mid-Sized Enterprises, Canopy Labs' Self-Serve Platform Helps Consumer and Retail Enterprises Prioritize Marketing Messages for a Personalized Sales Experience

Business Services Customer Analytics

Canopy Labs
www.canopylabs.com



Wojciech Gryc
CEO

BIO: Wojciech Gryc has a wide range of experience in marketing, analytics, and business development. Prior to founding Canopy Labs, he was a consultant with McKinsey & Company, a global management consulting firm, with projects focusing on business technology, big data, and marketing. Named a Rhodes Scholar in 2008, he studied at the University of Oxford and earned M.Sc. degrees in Mathematical Modelling and Social Science of the Internet. He also studied Mathematics and International Development at the University of Toronto. His employment experience includes working as part of the Predictive Modelling Group at TJ Watson Research Laboratory at IBM Research.

Wojciech Gryc has received numerous awards for his work and research. He was named a Rhodes Scholar in

2008, a LORAN Scholar in 2004, Top 20 Under 20, and received a number of governmental accolades.

About Canopy Labs:

Canopy Labs helps consumer and retail enterprises with a large customer base prioritize efforts and deliver different marketing messages to different customers. This results in a more personalized sales experience and higher revenue. Customer modeling case studies have shown that the Canopy Labs platform is capable of processing three million records within minutes, increase sales leads by 25%, and increase sales conversions by 200%.

Canopy Labs' self-serve platform creates customer models by importing all of the interactions that a business has with its customers. Everything from email, social media, voicemail and call center recordings are analyzed with the products that customers buy and how much they paid for these products. Canopy Labs clients are then provided recommended actions for each customer without a sales rep having to reflect upon each customer, thus saving time for the company while decreasing customer churn and increasing customer spend.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Gryc, would you tell us the vision when you founded Canopy Labs and where you are today?

Mr. Gryc: The vision behind Canopy Labs, around the time of its founding and even today, has not changed.

The vision is to make predictive customer analytics accessible to as many small and midsized enterprises as possible. Today, Fortune 500 or Global 1000 companies have done an extremely good job of taking all of the customer data that they have; the transactions customers make, emails that they send customer support and other forms of data. They have done a very good job of using all of this to predict which products those customers are likely to buy and how to most effectively target them with specific sales campaigns. However, running such a project is very expensive and time consuming and as a result, often not successful. With Canopy Labs, the vision is to provide a platform that automates as much of that profit as possible, so that smaller companies are able to do the same thing.

CEOCFO: Who is using your services today? Are there specific types of companies, specific industries or is it more generalized?

Mr. Gryc: It is typically companies that are working within the retail space; whether offline or online, that are using our service. Most of the companies that we work with have somewhere between ten million and about two hundred and fifty million dollars a year in revenue. The reason we target these companies is that retail-focused operations tend to have a very low price point. As such, it is impossible to personalize every single customer experience yet the closer you get to a personalized, tailored experience, the more likely a customer is to actually make a purchase or buy a product. With that

in mind, these types of companies see the value in recommending and engaging with the customers, but need a way to automate as much of that process as possible.

CEOCFO: Why choose Canopy Labs?

Mr. Gryc: The thing that makes Canopy Labs so unique is that our software platform can run the analytics process end to end without necessarily having to bring in any sort of consultants or do any sort of large scale analysis. When a company signs up with Canopy Labs we can typically integrate all of their customer data within twenty four or forty eight hours. We also provide the platform and the service as a subscription. You pay per month and if you notice that the analytics are not what you need or if you need something more specialized then you can cancel the service at any time. Essentially, it is a very low risk, automated process that is very focused on one thing, which is generating more sales opportunity for your sales team or marketing team. That is ultimately why companies choose us; the very low obligation and low cost and the ability to do this very quickly.

CEOCFO: What have you figured out that perhaps others have not?

Mr. Gryc: Our team has been working in the customer analytics space for the last six or seven years. Throughout that process we have seen a wide range of companies in this space. One of the things that we have noticed is that most companies, when they actually start an analytics project, are very focused on insuring that their models are extremely accurate and that they are tested thoroughly. Such a process is very manual and can take months or years to complete. We have seen it take as long as eighteen months in some cases. One of the things that we have figured out is that when most companies say that they want to do customer analytics and predict what their customers should be buying or how they should reach out to their customers, they often spend too much

time focusing on centralizing all of their data, putting it all in one place and writing reports to figure out what to do. We have standardized the process, so regardless of which industry you are in or regardless of which type of company you are, you can get these answers fairly quickly. I would argue that the speed at which a company responds to its opportunities is far more important than the accuracy of the model. No model is perfect, just like no sales person is perfect. When you can act within a few minutes or a few hours on a specific opportunity based on the models that we provide your sales are generally going to be much better and more improved than if you had spend six months analyzing the data and looking for outliers. That is one of the reasons that this process works so

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well and that our platform is so easy to use.

CEOCFO: Do you know if your customers make use of all of the features or actually use the analytics? Do you do any follow up?

Mr. Gryc: That is a good question. I would say that one of the main differences between us and most analytics tools is that we do such a thorough follow up and we track most of the companies that we work with quite extensively. When you run campaigns that have been generated through our platform or through advice that our platform gives, we actually follow through and see how those campaigns have gone. We have a few cases on our website, www.canopylabs.com, that give you a summary. We have seen cases where telemarketing conversion rates have doubled. We have seen cases where companies have been able to find better opportunities for their products in terms of increasing their lead list by ten or twenty percent in size; increasing the number of inquiries

about their product by up to fifty percent in some cases. Not every single case is that high and that powerful, but we have got quite a few case studies that show just how effective something like this could be. The other benefit of what we do from that perspective is that we are very focused on helping the sales team. Therefore, rather than providing you with models and reports that show opportunities our platform is typically used by the actual people who are making the sales. We tend to see results much more quickly that way. If you use our platform we can help you track your customer base and the campaigns that you are running with our platform to make sure that it is actually being effective.

CEOCFO: What is your business strategy to reach your customers?

Mr. Gryc: We are typically working with a large range of retailers and a large range of companies. We are not very focused on any individual industry. As long as you are consumer-focused and come to me with products that you are promoting and if you have some sort of outbound sales profit, then we are happy to work with you. In terms of how we reach most of our customers to date, it has been a mix of people reaching out to us on our website. That is because we generally have quite a lot of content on there and we are continually adding more and also through much of the press coverage that we have received. We are a fairly young company, but we grew very quickly. As a result, we have gotten the attention of quite a large range of investors and larger companies that are keen to try something, but have not decided what that “something” should be when it comes to analytics. We are often a very low risk opportunity for them.

CEOCFO: What surprised you most as the company has developed?

Mr. Gryc: I would say that one of the things that really surprised me as we have grown and started working with more and more companies is just how few of them are actually effectively

using analytics. There is a large amount of literature in trade magazines and the popular press. There has been books written about the importance of analytics and the importance of recording. Unfortunately, I think that one of the difficulties here in just making that initial leap, most companies will not deny that there is an opportunity through the use of analytics, but people are often quite nervous or worried about making an investment. I think that part of that is that it is just a complex and technical field. I have learned that part of that is just that there is such a range of companies in this space that you never really know if what you are getting is a good service or something that you should be investing in. that has been very surprising to me. When I worked as a consultant in this space just about everyone who brought you in wanted to use this sort of analysis, so it was something that you

eventually took for granted. However, mid sized enterprises should be doing this as well and not many of them are. I try my best to evangelize and encourage them to do so, regardless of whether or not it our platform or someone else's, just so that they can see how beneficial it is to them.

CEO CFO: What did you learn in Oxford as a Rhodes Scholar that has helped you in this business venture?

Mr. Gryc: I had spent two years at Oxford and one of the things that I was very focused on while I was there was taking a lot of the clinical knowledge that I had coming into Oxford and applying it to more non-technical situations. I did two masters degrees; one in mathematical modeling, which is obviously quite technical and the other in what is called the "social science of the internet", which has more of a socially

oriented focus. At the same time, all of the Rhodes Scholars come with an immense amount of curiosity and a large range of interests. The types of conversations you develop and the types of viewpoints that you are exposed to are like nowhere else. That really got me to start thinking quite a bit around not just how we can build mathematical models and write research papers, but more how to actually use tools to change the way that the world works. I think that a big part of Canopy Labs is around that. Ultimately, yes we are an analytics company, but we are an analytics company that is keen on completely influencing and changing the world around us for the better. I think Oxford and the Rhodes scholarship was a big part of that mindset and development for me.



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