

Real-Time Executive Intelligence for Faster, Smarter Decisions

Master the Information Deluge with Incisive Analytics

At Savvy, we know senior executives are increasingly overwhelmed by a deluge of data and market intel, leading to reduced productivity and decision fatigue. Also, a feeling of missed opportunities or guilt that they have failed to optimise the return to investment.

Over 80% of senior executives report feeling pressure to be "always on," while 75% of business leaders feel that data overload hinders their ability to make quick, effective decisions and leading to poor leadership and productivity.

Through work and research with Warwick University and a number of corporate clients, Savvy has used the principal of cognitive load theory (CLT) to prove that senior executives can effectively handle 3-5 pieces of critical information at any point in time.

Savvy have developed Incisive Analytics (IA). A tool which collates business critical information from multiple research channels and key live business data on monitorable KPI's and recommends actions for senior executives. Individuals that are ultimately responsible for the strategic direction, overall performance and long-term sustainability of an organisation. This is a real time analytic KPI tool that combines marketing intelligence, key market developments and commercial realities, including return on investment (ROI).

If you are interested, please reply by forwarding your website and a contact email address to:
james@savvygrowth.co.uk



Incisive Analytics gives you

- ✓ Recommended Actions
- ✓ Improved ROI
- ✓ Strategic Focus
- ✓ Integrated Intelligence

- ✓ The first 3 months are on us following which you can decide if you wish to proceed

PS. Not essential but if you provide access to your google analytics, this will enable us to provide more specific insight into your situation

STOP DROWNING IN DATA. START DRIVING DECISIONS.