

Business Use Cases: Sales to Product Group Interactions

ElectroRent AI Product Advisor MVP

Project: ElectroRent AI Product Advisor MVP

Document Version: 2.0 (Enhanced with Discovery Calls - Mermaid Diagrams)

Date: November 2025

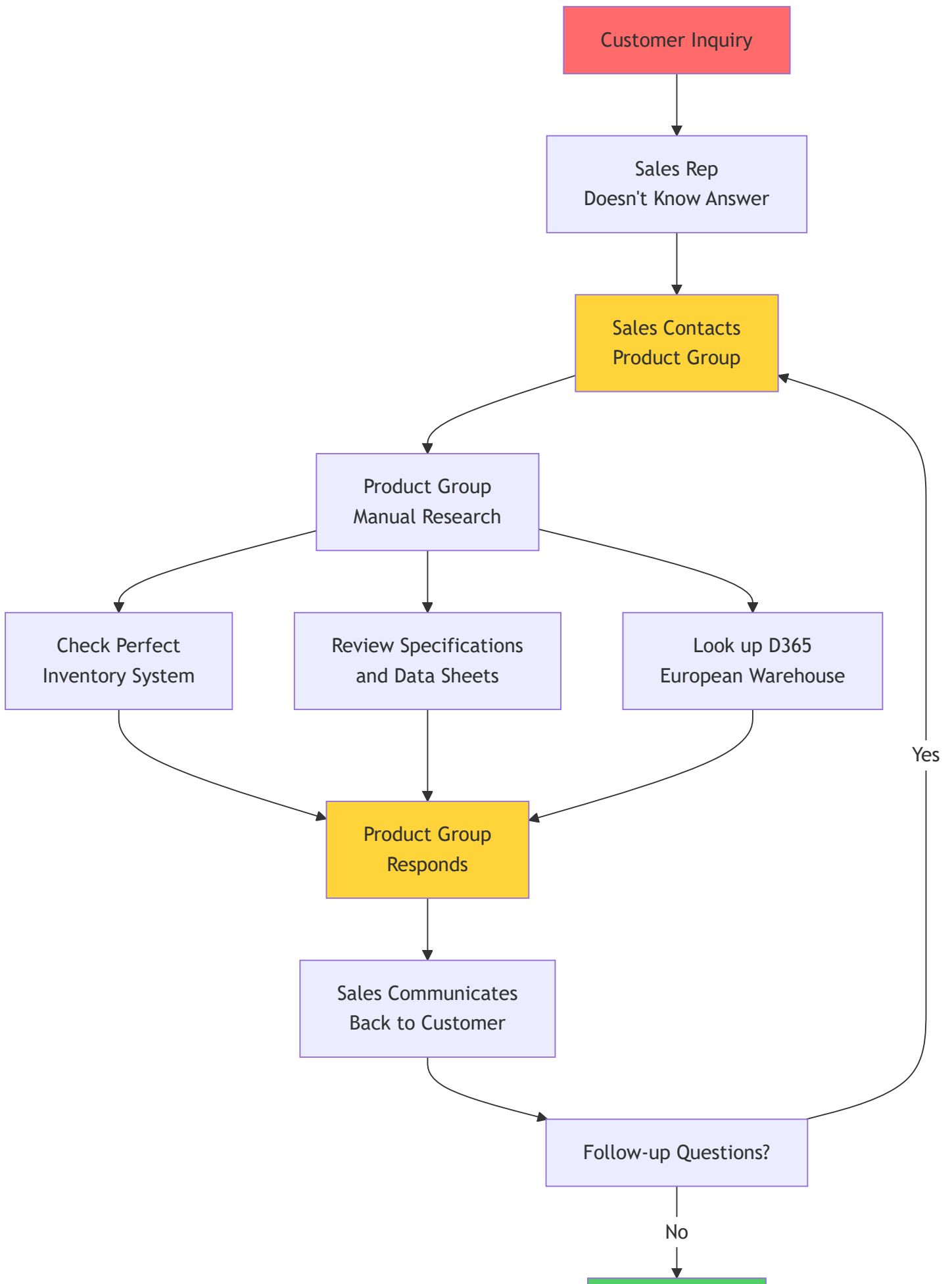
Stakeholders: Sales Team, Product Group, Management

Executive Summary

This document outlines real-world business use cases derived from discovery calls with the ElectroRent Product Group and Sales team. These scenarios represent the core interactions between Sales and Product Group that the AI Product Advisor solution will automate and enhance. The system reduces escalations to Product Group by 70-80% while enabling Sales to serve customers faster with accurate, data-driven recommendations.

Understanding the Business Context

Current Process Flow

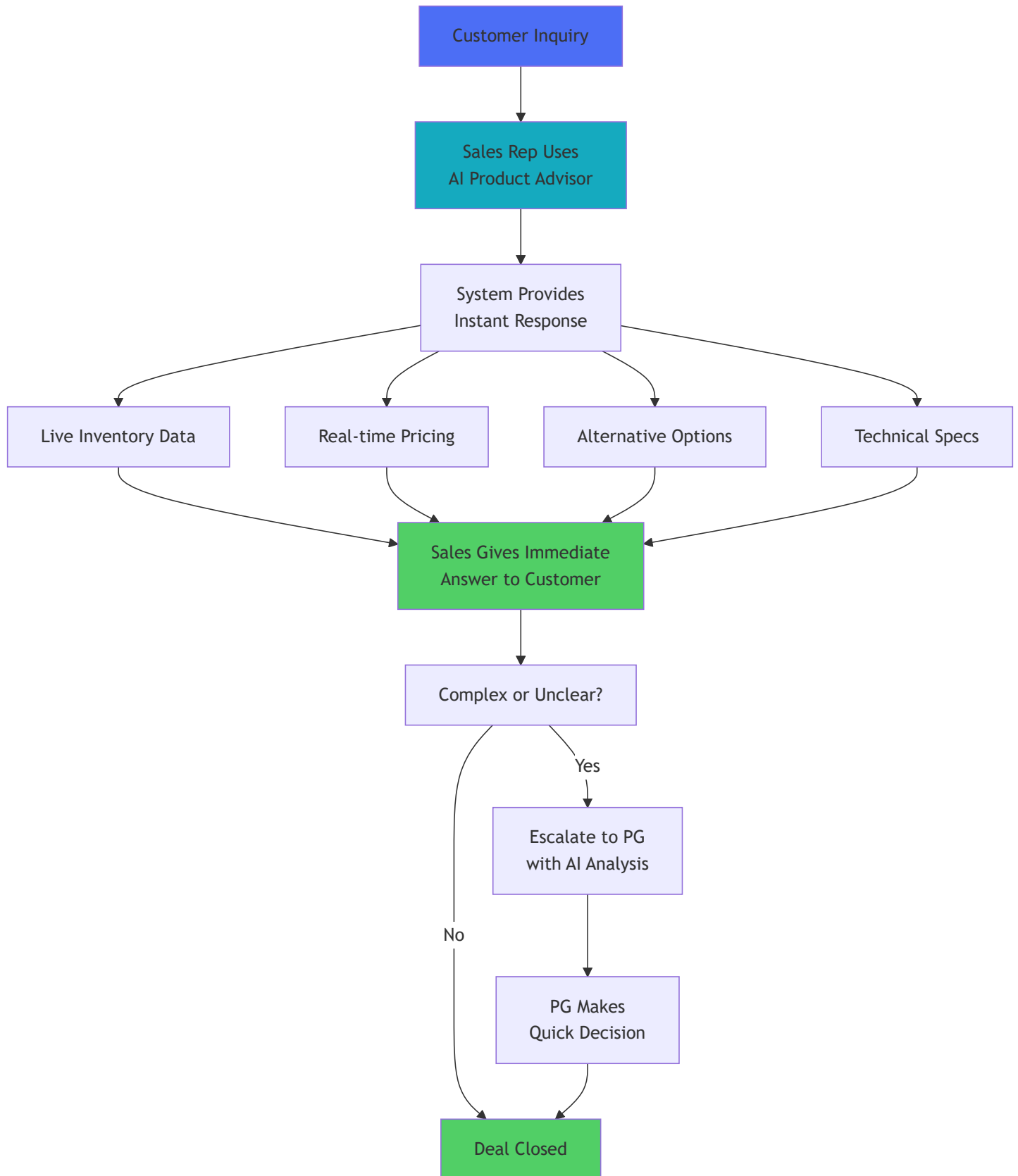


Deal Closed
or Lost

Current State Characteristics:

- Response Time: 30 minutes to 4 hours
- Multiple Escalations: Sales to PG to Warehouse to Supplier
- Information Silos: Data scattered across Perfect, D365, Salesforce
- Customer Wait: Competitor calls during delay
- Resource Cost: Senior staff research for routine queries

Desired Future State with AI Product Advisor



Future State Characteristics:

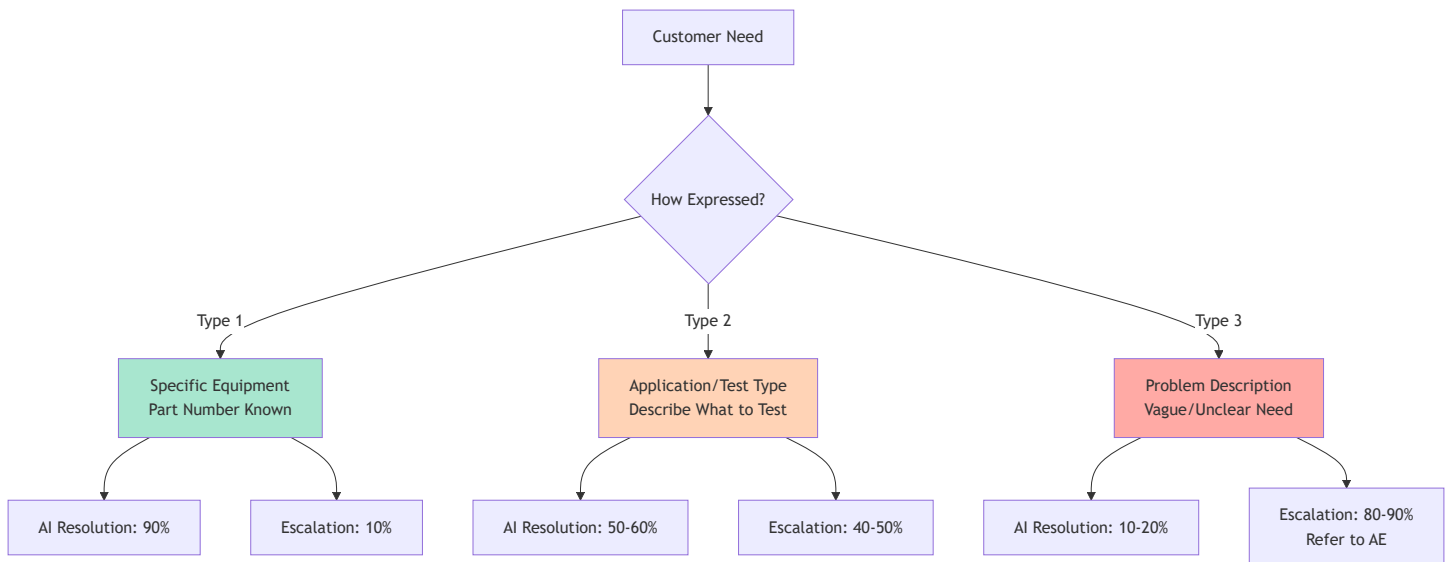
- Response Time: Seconds to minutes

- Single Interface: One chatbot for all queries
- Integrated Data: Real-time access to all systems
- Customer Satisfaction: Immediate answers
- Resource Efficiency: PG focuses only on complex decisions

Core Use Cases from Discovery Calls

Product Selection Scenario Breakdown

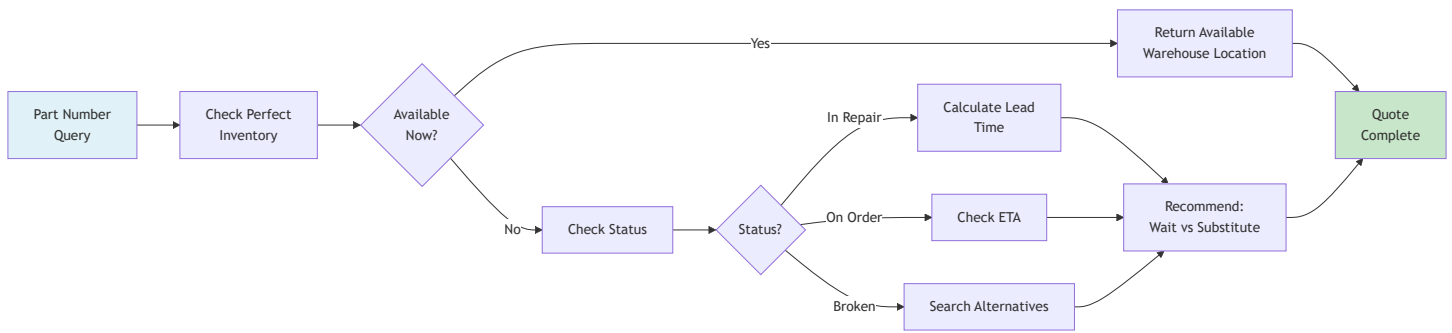
During discovery calls, Product Group identified three core ways customers express their needs:



Type 1: Specific Equipment (Part Number Known)

Customer Says: "Do you have model XYZ-1000 available?"

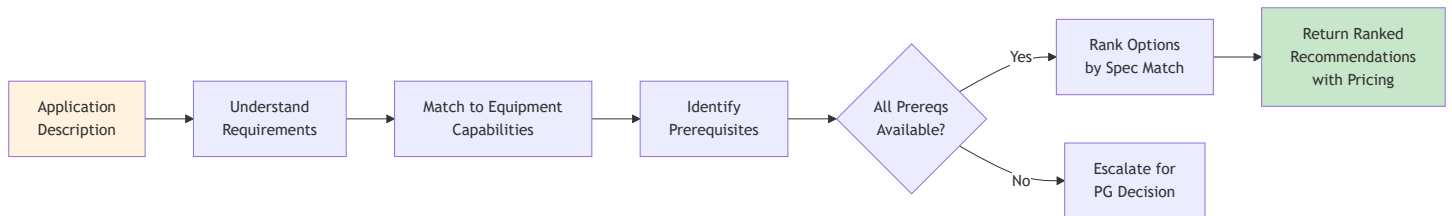
Resolution Path:



Type 2: Application/Test Type

Customer Says: "We need to test for RF interference in the 2-4 GHz band while driving around"

Resolution Path:



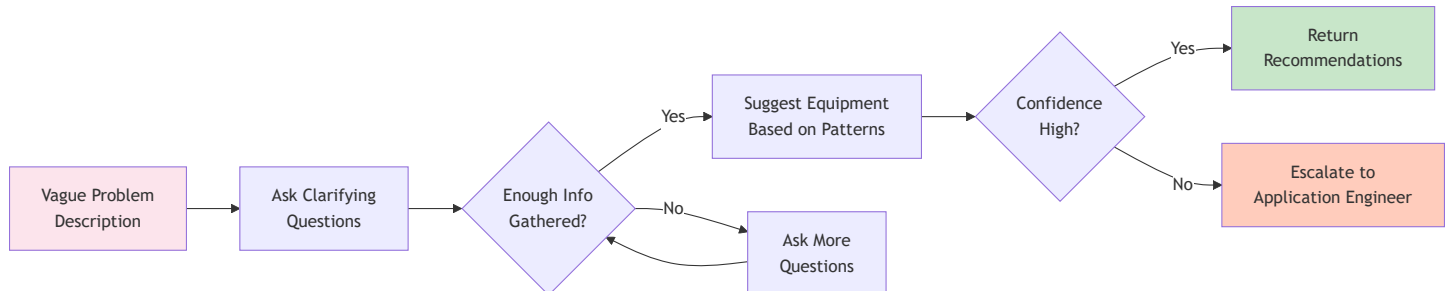
Key Business Rule:

"You can UP-sell bandwidth (customer needs 13 GHz, we offer 16 GHz) but CANNOT DOWN-sell bandwidth (customer needs 13 GHz, we only have 8 GHz = no match)"

Type 3: Problem Description (Vague)

Customer Says: "We're having signal issues with our test setup"

Resolution Path:



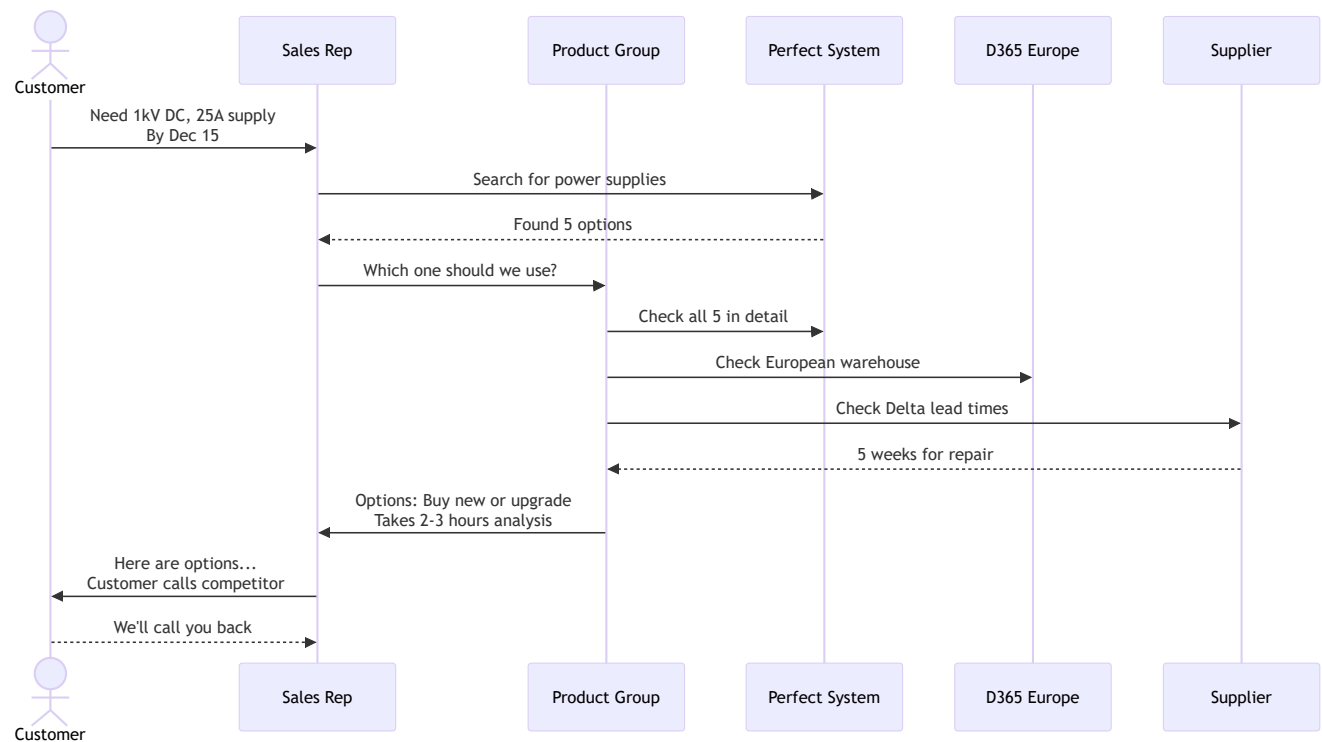
Real-World Use Case Examples

USE CASE 1: Power Supply Substitution Decision

Actors: Sales Rep (Sarah), Product Group (John), Customer (General Dynamics)

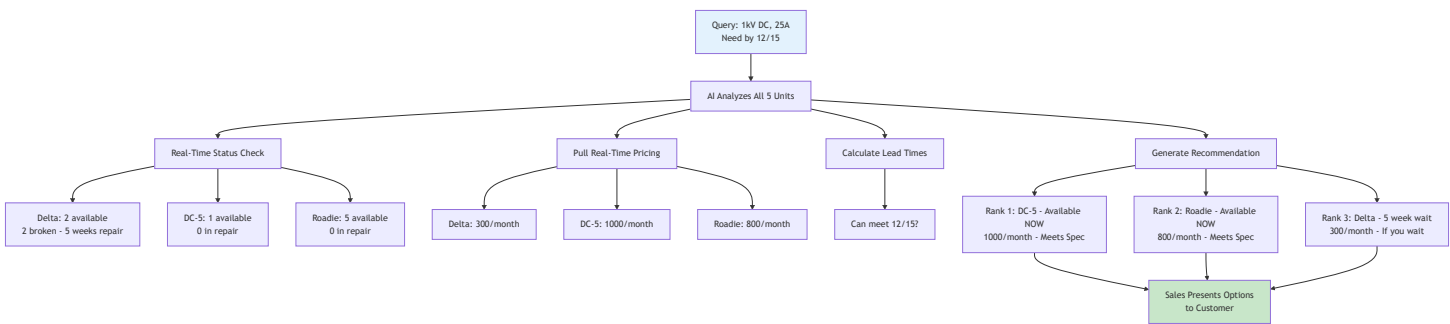
Scenario: Customer needs 1 kV DC, 25 amps power supply for circuit testing

What Happened (Current State)



Timeline: 2-3 hours | **Outcome:** Lost deal to competitor

With AI Product Advisor (Future State)



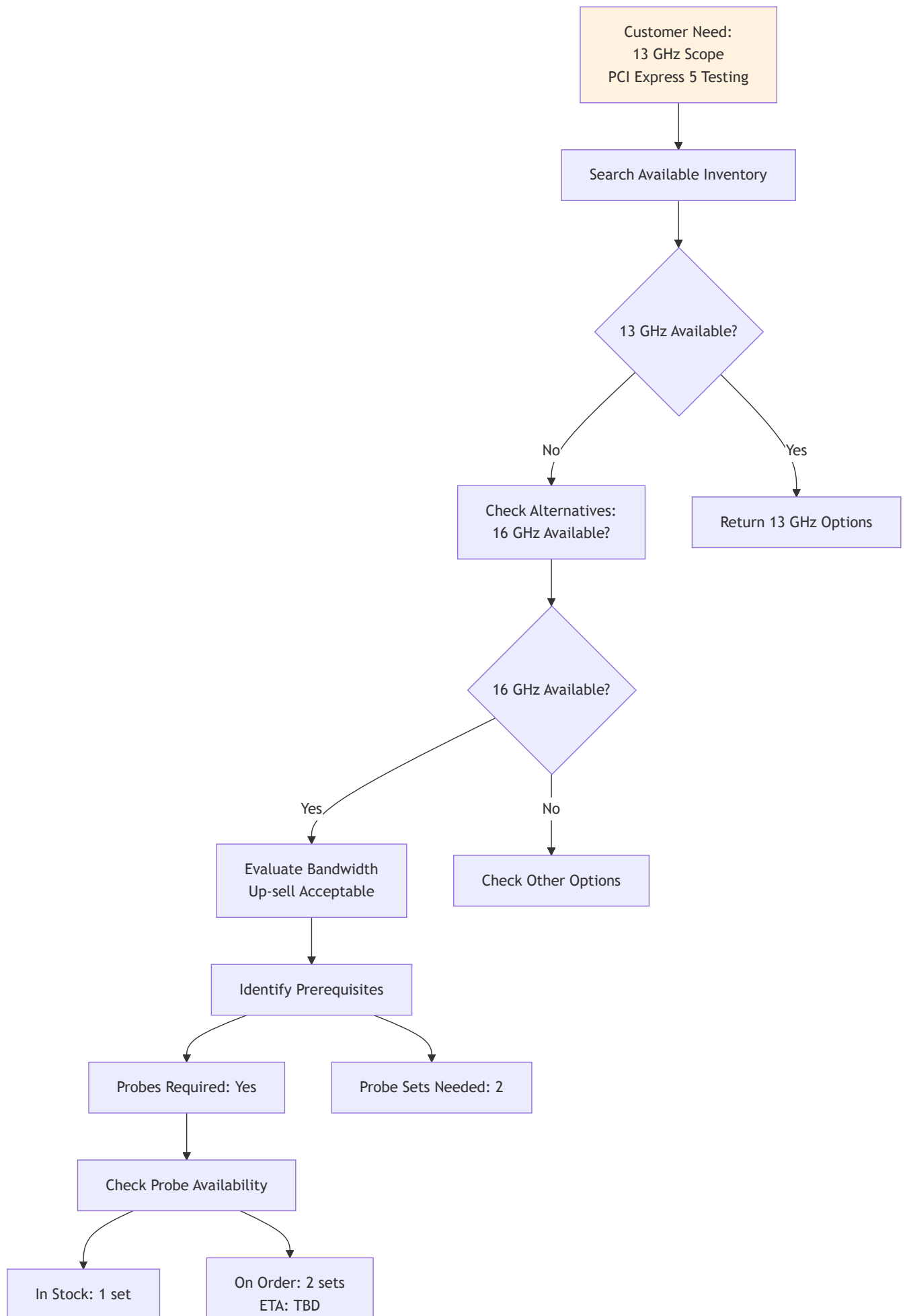
Timeline: 10-15 seconds | **Outcome:** Deal closed immediately

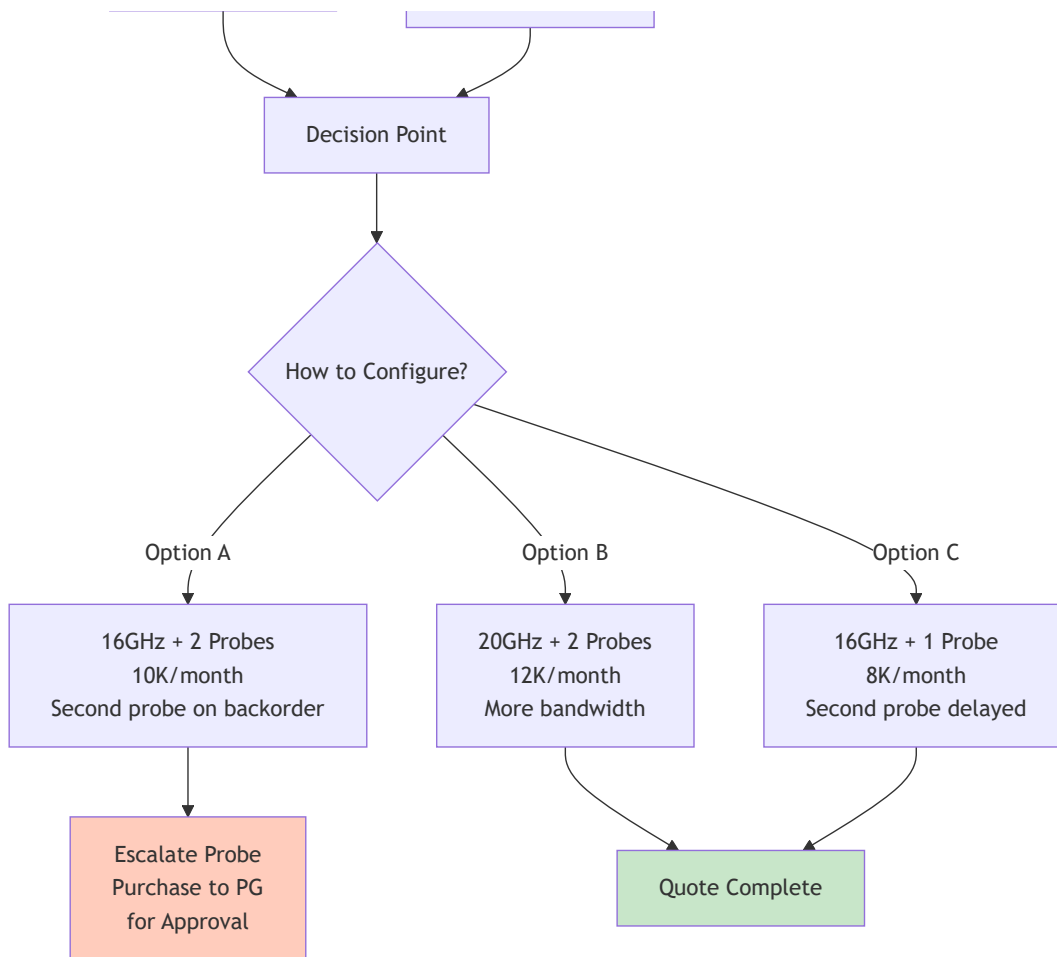
USE CASE 2: Oscilloscope with Probes Package Deal

Actors: Sales Rep, Product Group (John), Customer (Tech startup)

Scenario: Customer needs 13 GHz oscilloscope for PCI Express 5 testing

Decision Tree for Complex Configuration



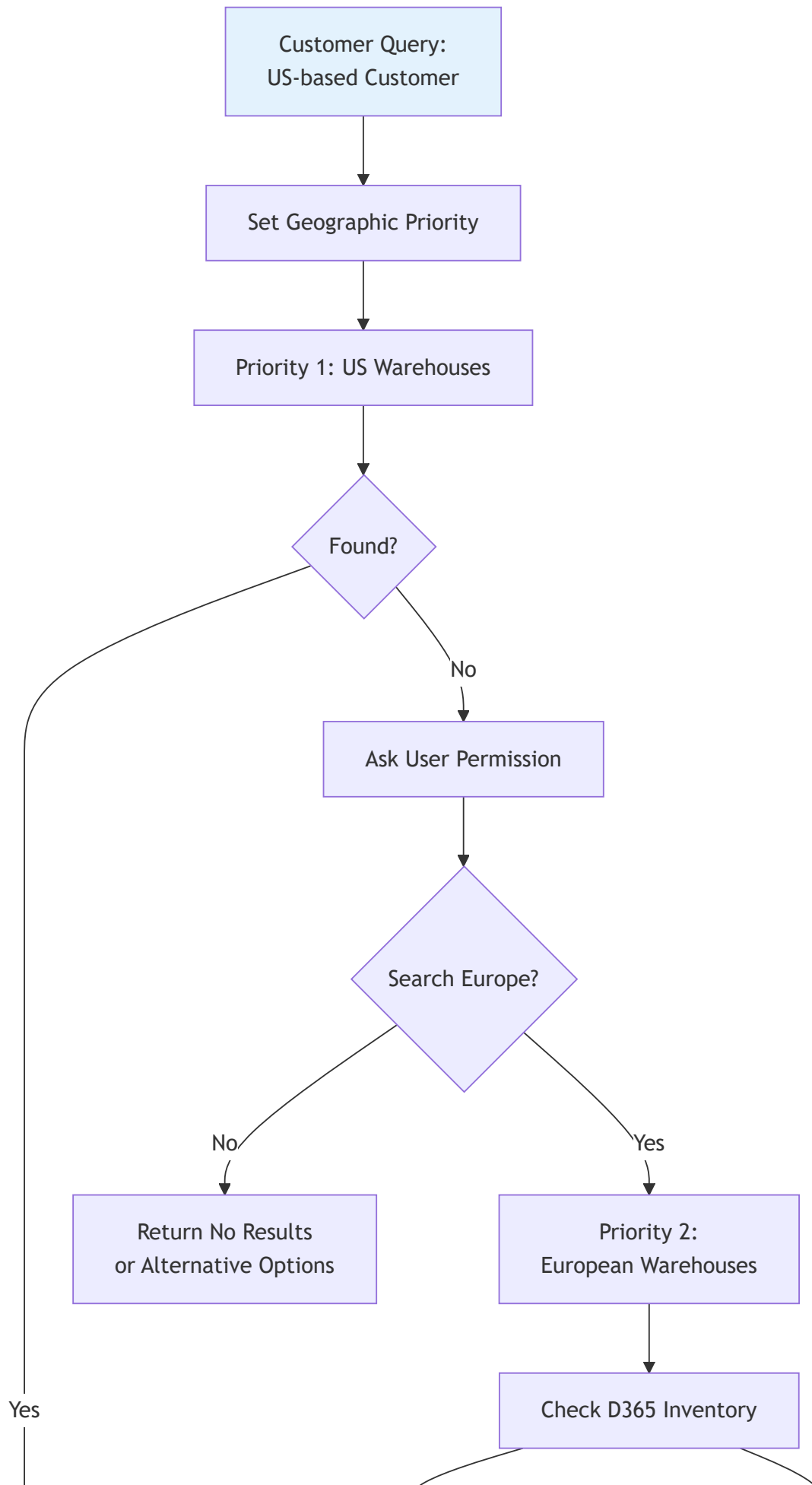


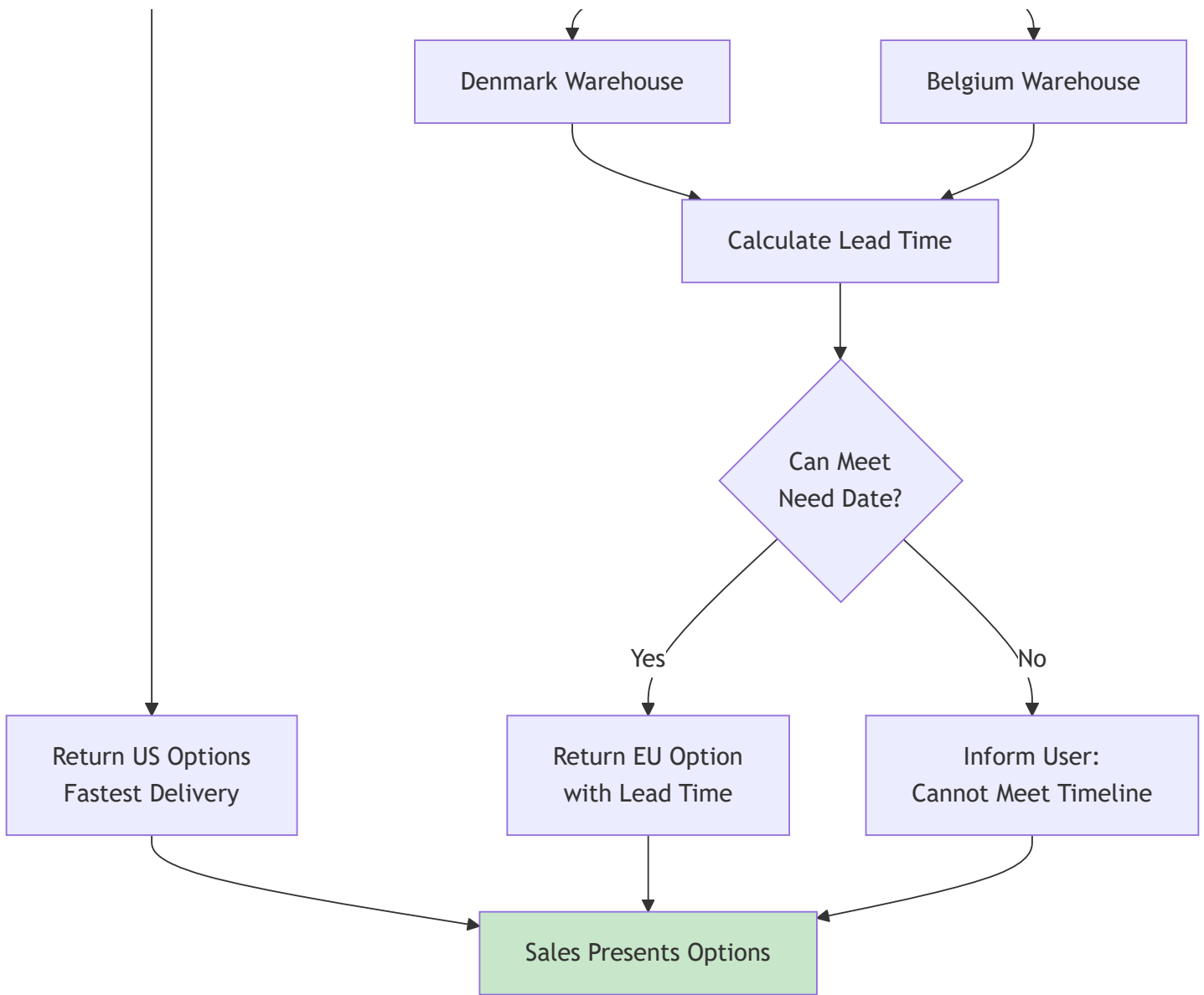
USE CASE 3: Multi-Location Inventory Search

Actors: Sales Rep (US-based), Product Group, Customer (International)

Scenario: US Customer needs equipment, not available in US warehouse

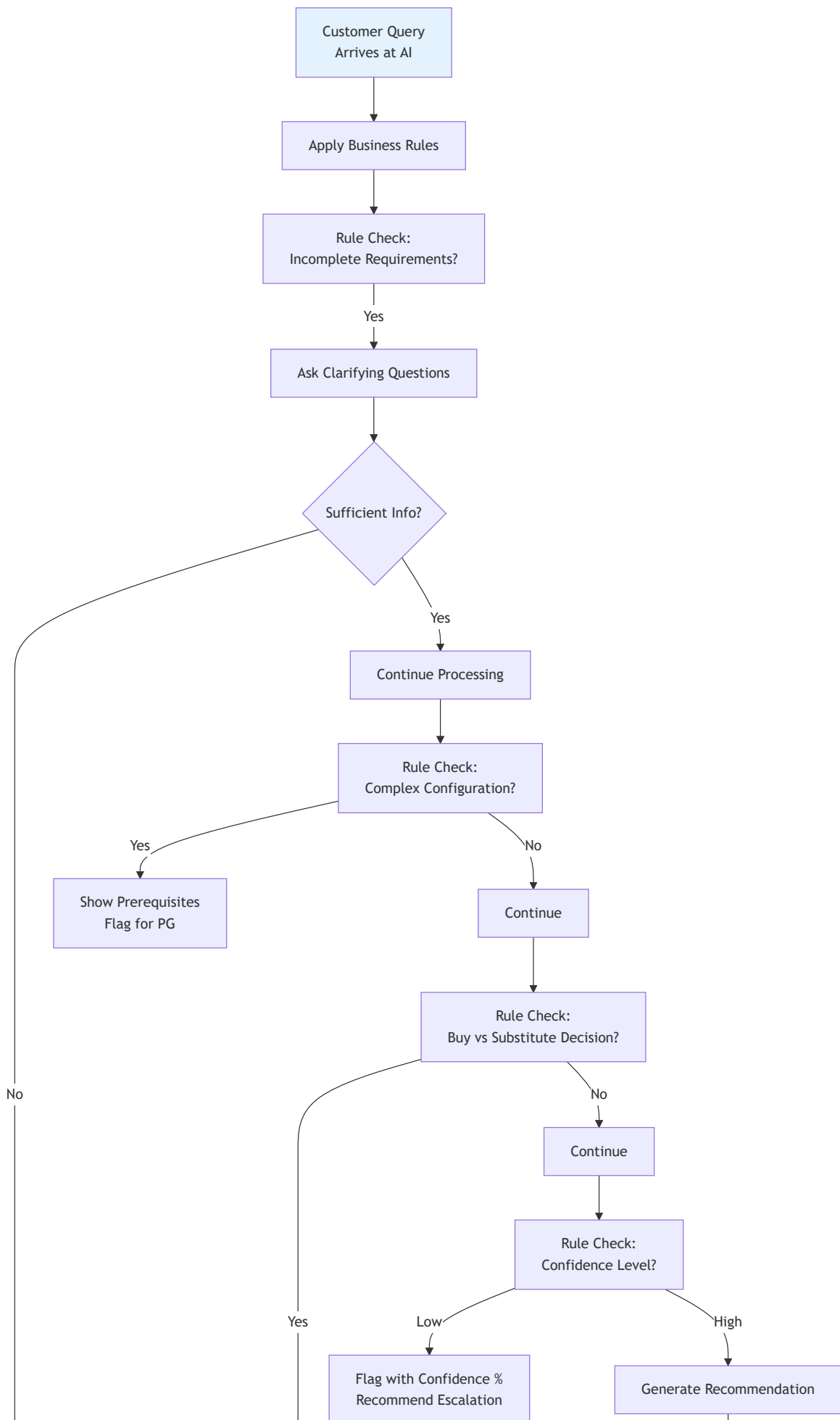
Geographic Prioritization Logic

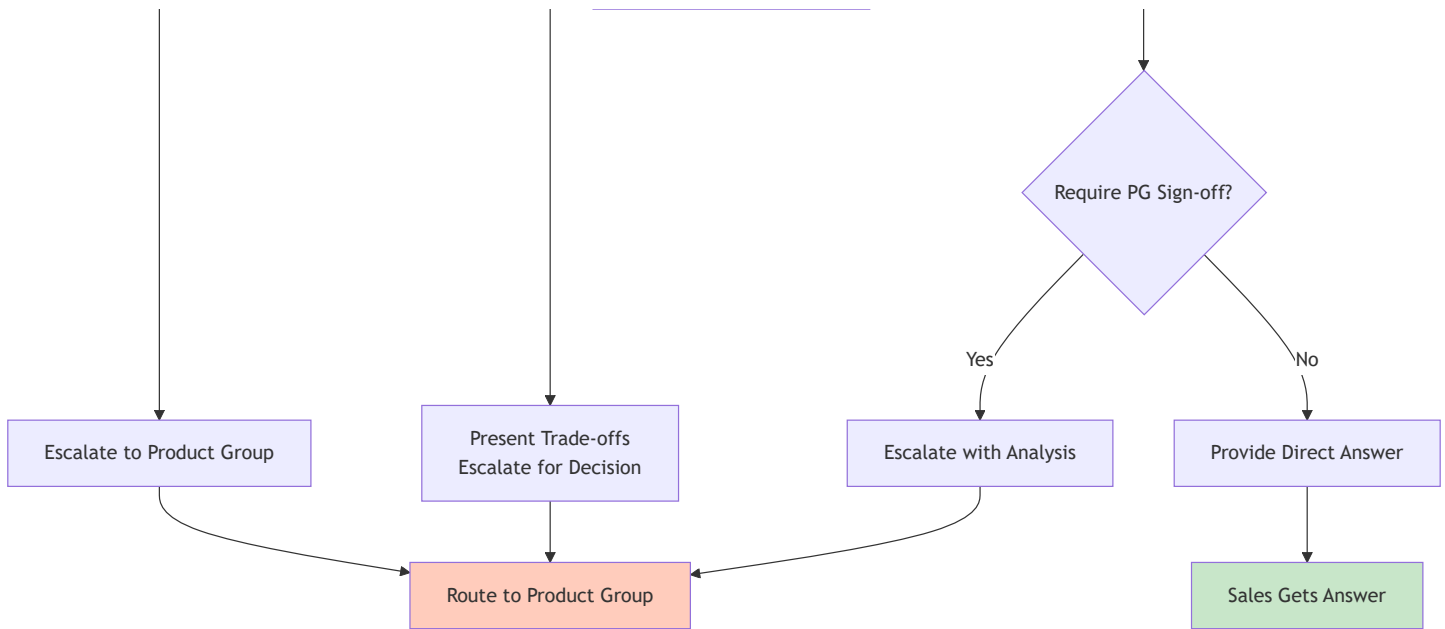




Business Rules & Escalation Triggers

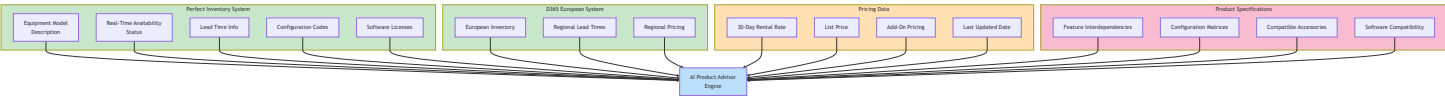
The Business Rules Framework





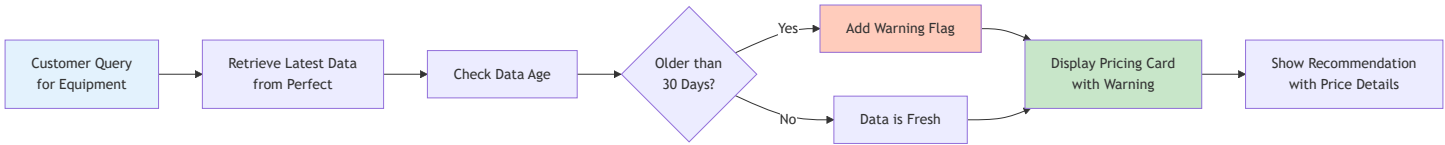
Key Data Points Required

Data Dependency Map

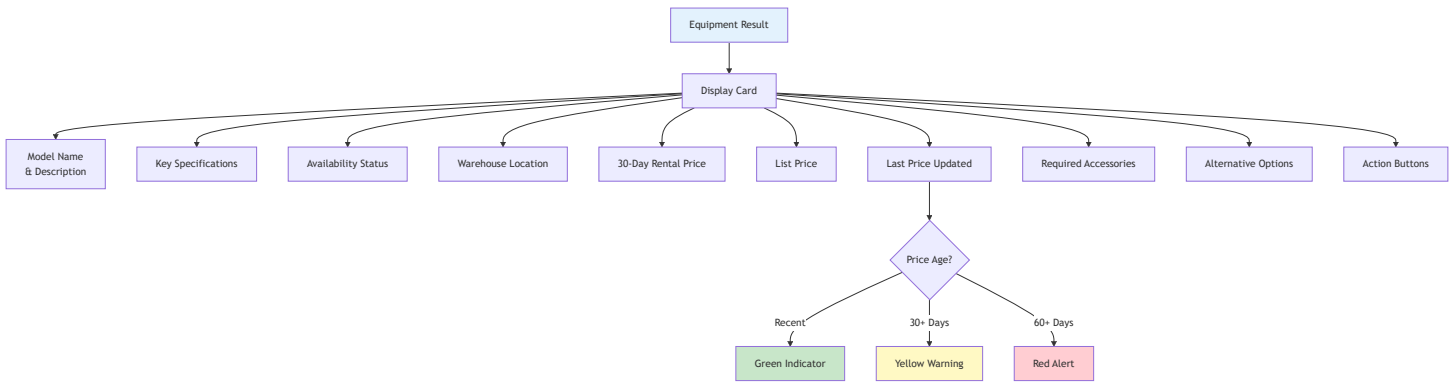


Pricing Awareness & Transparency

Real-Time Pricing Flow

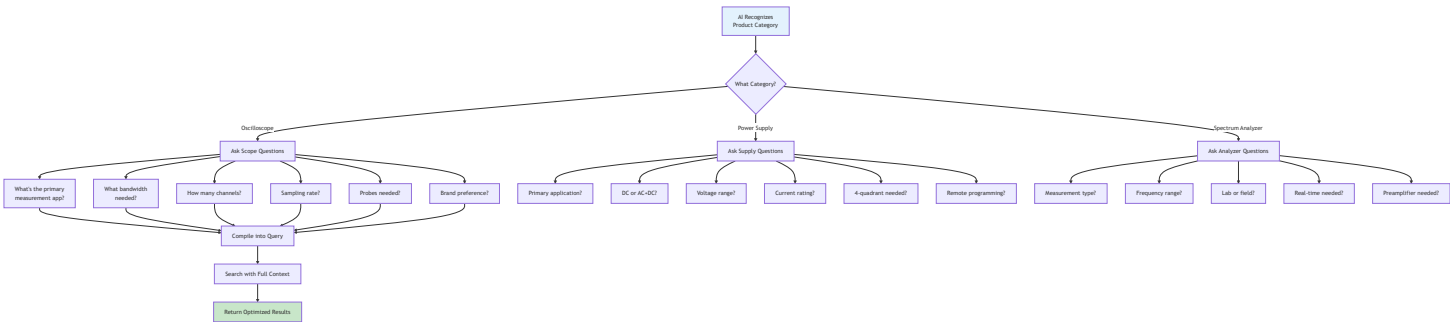


Equipment Recommendation Display



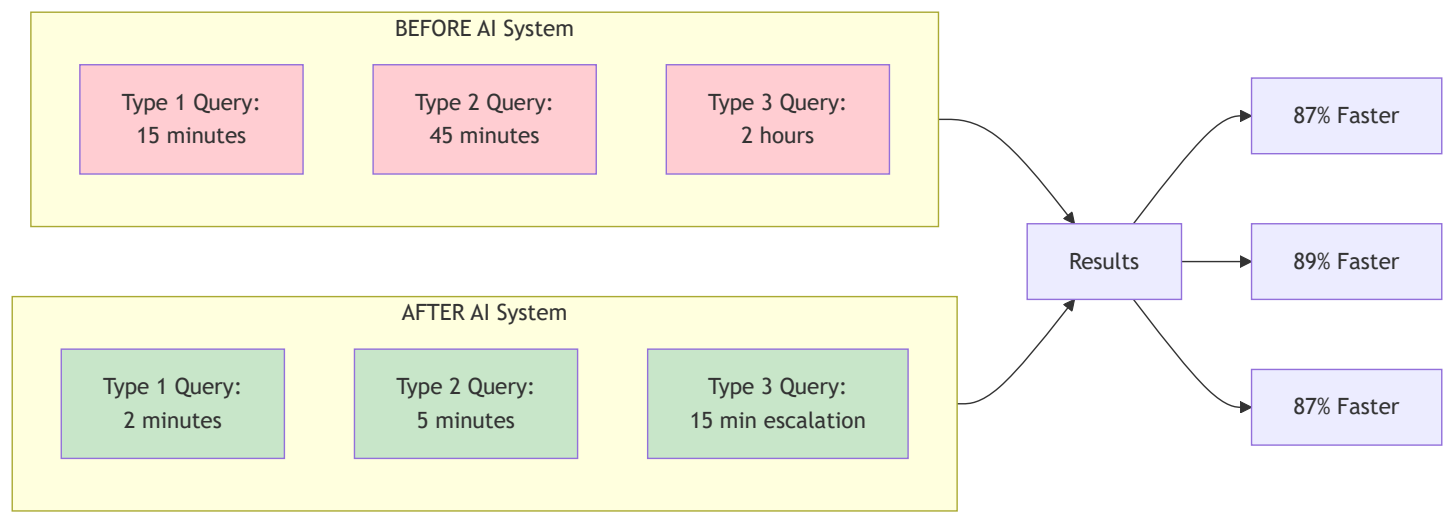
Follow-Up Questions Strategy

Smart Questioning System

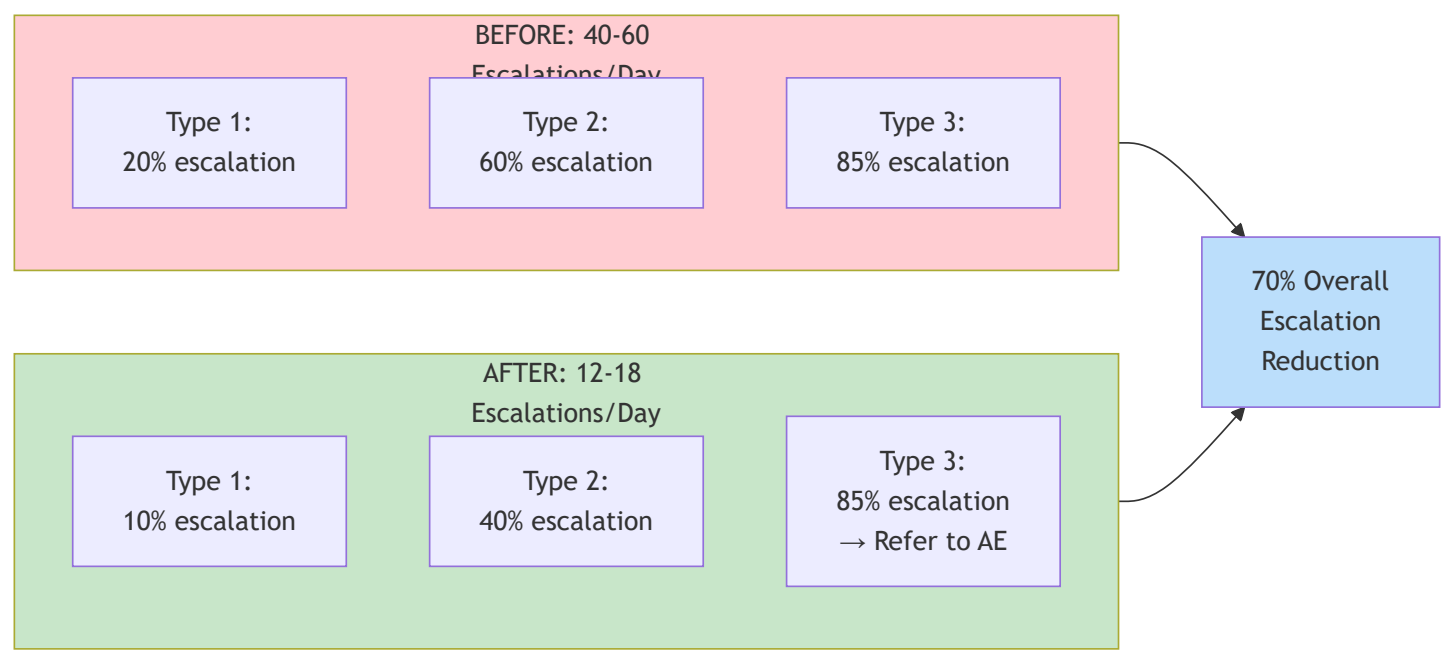


Success Metrics Overview

Response Time Improvement

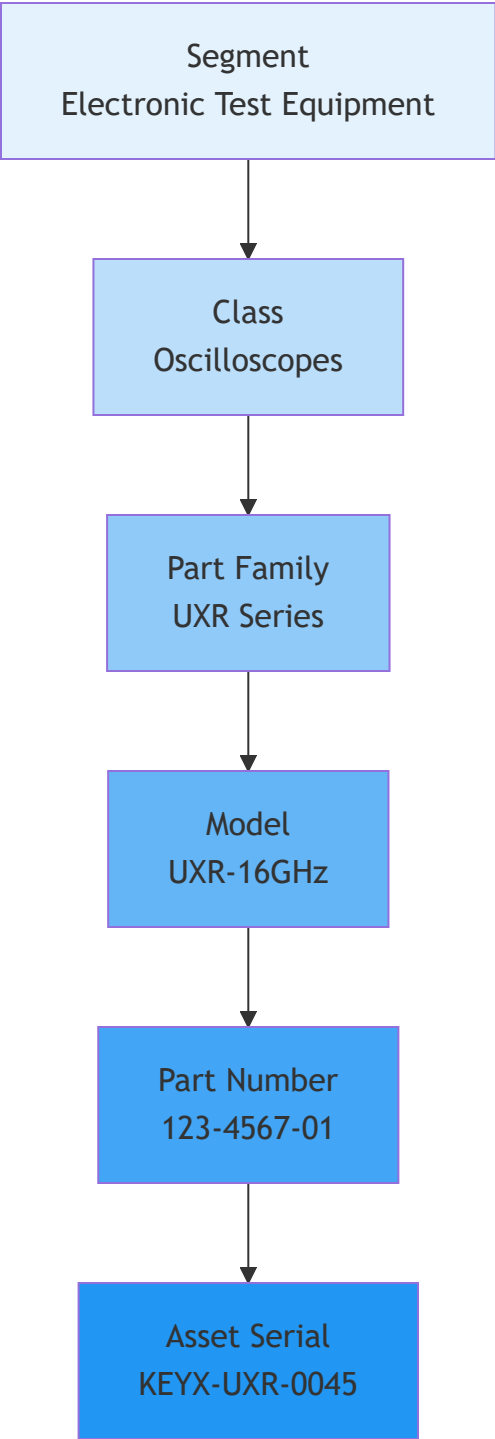


Escalation Reduction



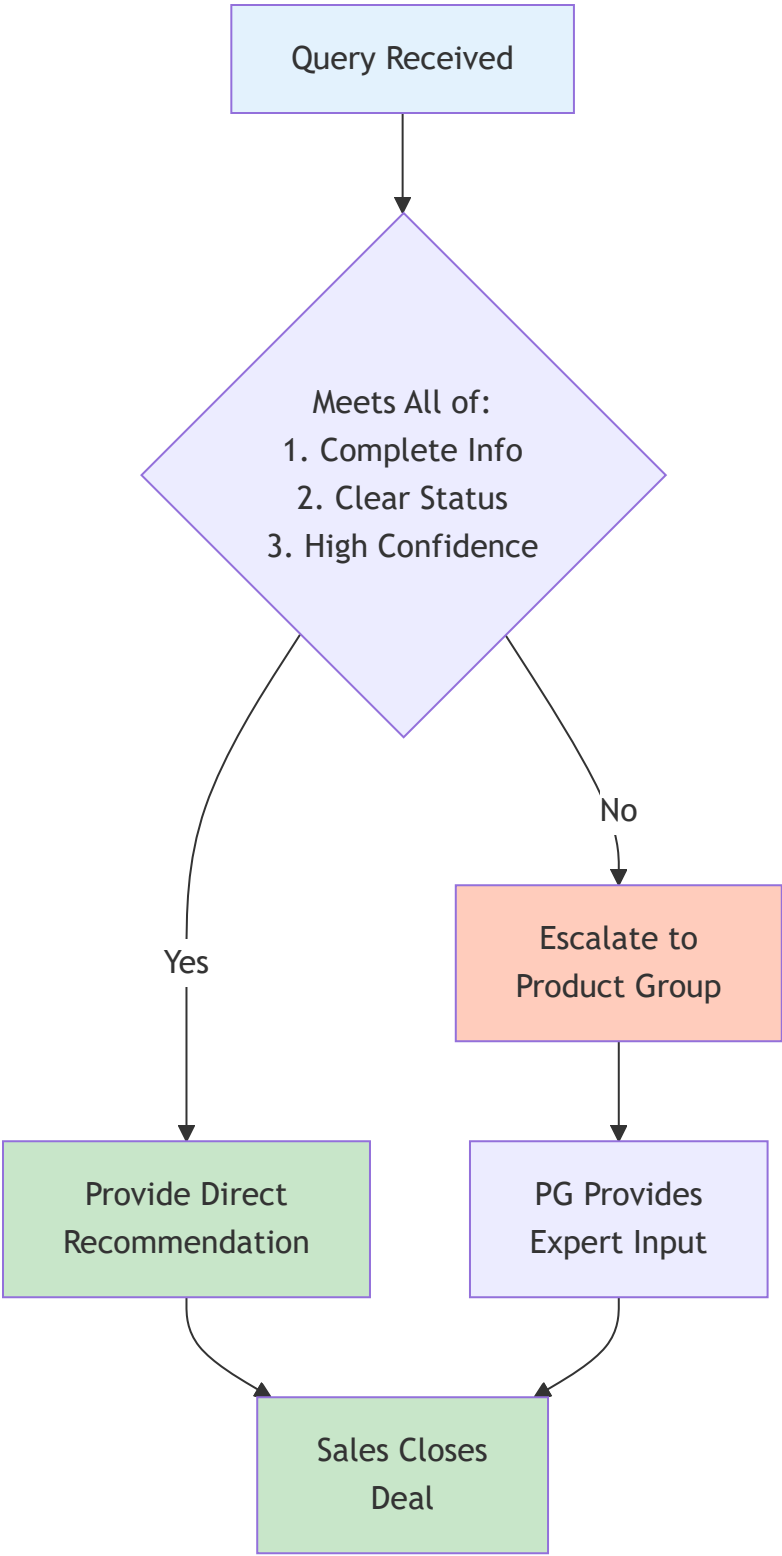
Product Taxonomy

ElectroRent Product Hierarchy



Appendix: Quick Reference Guide

When to Escalate Decision Tree



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