

All Customers Are Not Created Equal So Why Do You Treat Them That Way?

CUSTOMER INTELLIGENCE SOLUTIONS:

POWERLINK™

The implementation of a unique key that links identities across channels in a customer centric repository

Enables our clients to understand prior customer behavior and predict the outcome of future interactions

POWERVUE® CRM ANALYTICS

A cloud based, privacy compliant CRM Analytics database deployed in less than 8 weeks using your customer data.

Based upon a simple 4-Step process:

- Selection
- Validation
- Prediction
- Measurement (ROI)

Provides the ability to quickly understand your most valuable customers at the individual (consumer or business) level

A simple way to micro-target offers to discrete groups of customers based on their behavior

Predictive Analytics providing individual based recommendations and offers

Real-time, online, "clear-box" monitoring and validation

VueLogic's PowerVue® Score allows you to know your customer's value and differentiate your interaction to maximize revenue and decrease cost. We rank-order your customers from 0-999 (least valuable to most valuable), and then assign an alpha-code which pinpoints what is driving the value.

Scores each unique customer (individual or business)

- *Considers 18 attributes of Contribution and Persistence*

Provides powerful insight into customer engagement

- *Considers all customers interactions – traditional and social media*

Generates effective and profitable marketing campaigns

- *Enables you to increase revenue and decrease cost*

Easily translates into actionable strategy

- *Understand the action needed to increase customer value*

Provides a uniform, easily understood measure of customer-value

Distribution of Customers by PowerVue Score										
Score	I	H	G	F	E	D	C	B	A	Total
900+									81	81
801 - 900									36	36
701 - 800									47	47
601 - 700							16		50	66
501 - 600							60		70	130
401 - 500							105	29	47	181
301 - 400				33			140	88	9	270
201 - 300				196		16	85	158		455
101 - 200		39		528	11	112	21	215		926
0 - 100	39,026	8,844	282	832	168	152		11		49,315
Total	39,026	8,883	282	1,589	179	280	427	501	340	51,507

PowerVue Score was developed under the Small Business Innovation Research Grant Number 0810561 from the National Science Foundation.