

Are Your Customers Givers or Takers?

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

All customers are not created equal. PowerGrid™ customer-value segmentation allows you to easily understand your customers and differentiate engagement to increase loyalty and revenue.

- **Taker's** engage or shop with you frequently, but they don't buy. Let PowerGrid™ reveal your Taker's and help you convert them to buyers.
- **Giver's** seldom engage or shop with you, but when they do they make large purchases. PowerGrid™ can identify your Giver's and help you refine your marketing message to increase their already large purchases and give them a reason to shop more frequently.

VueLogic's technology

- Reveals the true value of each of your customers
- Facilitates development of marketing strategies unique to each segment
- Provides the tools to take action at the individual level

