

Manage Customer Attrition

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

It is much less expensive to maintain valuable customers than to acquire new ones. Customer attrition is a common problem across all businesses. Whether it is a negative experience or a lack of attention to satisfaction, customer loyalty will decay. VueLogic's CRM analytic tools can monitor for the causes, the mitigation responses and the reactivation triggers for customer attrition.

Reduce Attrition

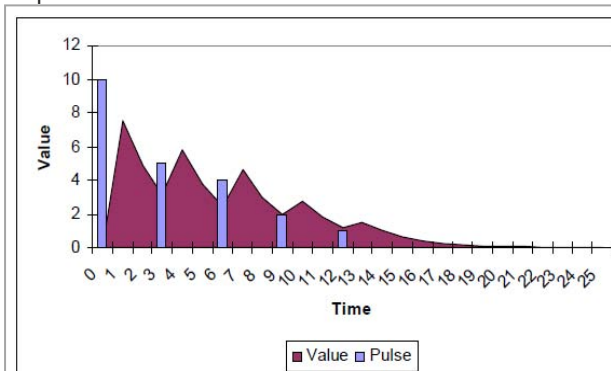
- *How do you identify your at risk customers?*
- *Do you provide a continual, positive customer experience?*
- *Do you know that a customer is going to leave before they do?*
- *Would you engage a customer differently if you knew?*

VueLogic's CRM analytic tools allow our customers to identify changes in the client base across all channels. These changes act as indicators of upcoming attrition. By identifying these customers now, you can take action immediately to prevent loss.

Increase Reactivation

- *How do you identify customers most likely to reactivate?*
- *What is the most appropriate message to incent reactivation?*
- *What are the best channels for reactivation?*
- *How much revenue is lost by failing to reactivate?*
- *Do you know if you are targeting high or low value customers for reactivation?*

VueLogic's attrition analytics ensure you are targeting your high-value lost customers that are most likely to reactivate. Highly focused, highly targeted messages lower your overall cost of sales and provide a superior return on investment.



Customer Decay Illustration

The lifetime cost of losing a customer is difficult to determine because if measured over an infinite period all customers are lost. Therefore, the real question is; what is the cost of losing a customer over a reasonable business cycle, which is normally a couple of years. The chart at left shows the effect of reduced positive pulses or outreach to your customers over time. Their value declines to zero.

See our white paper, "Managing Migration Between Customer States" in our Media Center at www.vuelogic.com

VueLogic® - Powering Customer Intelligence

VueLogic is a cloud based CRM analytics solution. We enable you to understand prior customer behavior and predict the outcome of future interactions (monetary and non-monetary), across channels, in a confidential and secure environment to maximize revenue from your existing customers.