VueLogic® At-A-Glance

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

Corporate Headquarters

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Description

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.

Our clients use VueLogic's PowerLink[tm] and PowerVue® Analytics technology to create more revenue at less cost at each customer interaction.

Customer Pain

Our clients do not know who their best or worst customers are, or how many relationships they have with each of their customers. VueLogic applies data hygiene and enhancements to create a customer centric data repository and uses its patent pending persistent key algorithm to make this data asset usable by the customer.

Awards

National Science Foundation two-time award winner:

- SBIR grant 0810561
- SBIR grant 0923704

Some of Our Customers

- Manheim
- WNET New York Public Media
- PBD Worldwide Fulfillment Services
- TAG (Technology Association of Georgia)
- ABeam Consulting
- Cleaning Living
- Transaction Tree

Products

PowerLink™
PowerVue® CRM Analytics

Management Team

Tom Gordon, Chief Executive Officer
Ron Garmon, Chief Operating Officer
Jim Deffenbaugh, Chief Technology Officer
Veronika Monteleone, Director Applied Mathematics

Founded

2007; privately held

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