

Customer Management Solution



The Oco Solution

- ◆ Best practice-based KPIs, analytics, and metrics
- ◆ Financial, operational, customer satisfaction, 3rd-party data
- ◆ Rapid deployment in 6 to 10 weeks
- ◆ On demand model minimizes ongoing support
- ◆ Fixed time, fixed cost

Tools for all Users

- ◆ Executive Dashboards
- ◆ Interactive, What-If Dashboards
- ◆ Multi-Dimensional, Drillable Reports
- ◆ Ad hoc Reporting & Analysis Tools
- ◆ Formatted, Push or Published Reports
- ◆ Exception Reports and Alerts

Sample Reports

- ◆ Customer Growth & Trending
- ◆ Customer Profitability
- ◆ Opportunity Detail
- ◆ At-Risk Customers
- ◆ Customer Satisfaction Trending
- ◆ Customer Incident Detail
- ◆ Customer Operational Performance
- ◆ Customer Scorecards

Drive revenue, profitability, and customer retention from deeper customer insight with ROI payback in 90 days or less

The Customer Management Solution allows organizations to identify opportunities to drive additional revenue, profitability, and performance from customers based on an integrated set of analytics using financial, operational, customer satisfaction, and third party information. Understand your customers more deeply than you have ever before by turning disparate data from multiple sources into a single, unified, customer intelligence solution.

- Who are the most and least profitable customers and segments?
- What customers and segments are growing the fastest and slowest?
- What customers are at risk to competitors?
- What opportunities do we have to cross-sell products or services into existing customers?
- Who are our customer's competitors that we could sell to?
- What customers should we penetrate further?
- What is the real or actual cost-to-serve for each customer or segment?
- How does actual readiness-to-serve and service performance compare to customer surveys and perception?
- Where can we improve customer support effectiveness?

The solution provides a single, integrated view of customers with best practice-based analytics including trending in customer revenue, average selling price, net price realization, and new product / service market adoption. Metrics also include salesperson cross-selling effectiveness, at-risk customers, customer support red flag areas, and customer product high growth opportunities. In one place, everybody can see analytics to enable a more customer-centric approach. Additionally, customers can have insight into their performance through web-based customer scorecards.

Customer Management Solution

Analyze By Multiple Dimensions

- Customer or Market Segments
- Sales Teams and Individuals
- Product / Service Lines
- Strategic versus Transactional Customers
- Contract Types
- Geographic Regions
- Year over Year
- Actual versus Plan

Integrates Multiple Data Sources

- CRM including SAP CRM, salesforce.com, Oracle Siebel, SalesLogix, others
- ERP including SAP R/3, Oracle E-Business Suite, JD Edwards, PeopleSoft, BaaN, Infor, others
- Call center including Avaya, Infor, Oracle Siebel, Remedy, others
- Services and support systems such as Oracle services module, IBM Maximo, field service management systems, others
- Customer satisfaction data including net promoter score, customer satisfaction results from internal and 3rd-party sources, others
- 3rd-Party data including Dun & Bradstreet, Thomson Financial, U.S. Census Bureau, Business Objects Information OnDemand, others

Empower the Sales & Marketing Team

Executive Level Dashboard

Track and monitor key customer metrics and growth initiatives to understand performance differences from plan, exceptions, and over and under performance.

Interactive What If Dashboard

Understand the bottom line impact of changes in pricing, close ratios, market share gains, operational improvements, and customer satisfaction improvements.

Ad Hoc Analyses

Tap into an integrated set of financial, operational, customer satisfaction, and 3rd-party data to ask any question to dig deeper into opportunities and threats such as emerging cross selling opportunities or root causes for customer satisfaction issues.

Multi-Dimensional Drillable Reports

Drill from the highest level down to the transaction level and across dimensions to understand customer profitability, at-risk sales opportunities, impact of operational performance on customers, and over and under performance of sales regions, sales people, and customer segments.

Formatted Push or Published Reports

Create standard reports for broad usage across the organization. Reports can be published on a fixed schedule or by exception to drive enterprise visibility.

Exception Reports and Alerts

Understand over and under performance of key metrics to gain visibility into leading indicators that can be quickly addressed, such as high growth revenue trending, declining performance scores, and customer margins outside targeted levels.

About Oco, Inc.

Oco's business intelligence solutions provide essential business visibility, delivering an integrated set of actionable reports and key performance indicators (KPIs) from multiple data sources to any user in just weeks. Oco's comprehensive solutions dramatically reduce the timeframe, cost and risk of traditional business intelligence implementations with deployment on a fixed-cost, fixed-time basis and a money-back guarantee. For more information about Oco, please visit www.oco-inc.com.



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