

uValue™

Once a customer relationship has been established, uValue™ can maximize the profitability through value-based decisioning, profitability analysis, behavioural scoring and credit monitoring.

uValue™ continuously monitors existing customers and provides decisions that maximize profits and minimize risks. uValue™ ensures that when you interact with your customers or they interact with you they receive attention that is appropriate to their current uCVM™ value.

Winning new customer business is critical but overlooking existing customer value can cripple bottom lines. Decreasing attrition and/or bad debt by even a few points can make a huge difference to profit and shareholder value.

Example: An inbound call is placed in a queue for the next available operator, do you prioritize your queue by customer value to the organization? Or could a 'convenient' user that is being subsidized by higher value customers get serviced first? Is the decision being made in the best interests of the overall organization's uCVM™?

The same methodologies apply for cross selling, accounts receivables, on-going credit risk, profitability, fraud, and attrition, to name a few.

No down time, sub-second responses, an array of pre-integrated solutions and analytics, coupled with user defined decision strategies limited only by user imagination - that is uValue.

uValue™ - Maximizing existing customer relationships for maximum profits.



For further information, please contact Decisioning Solutions at Info@decisioningsolutions.com

