

## Impact:

With precise profitability information available to all decision-makers at all levels, daily operating decisions throughout the firm can be held accountable to specific profitability objectives.

### Pricing

A telco uses mass marketing to promote several new price plans nationwide. Using Eyeris Open Intelligence, the CFO team discovers that millions of customers have been sold price plans that generate negative net revenue (usage less access), because Marketing used high-level usage profiles that failed to capture individual calling patterns and unique localized costs. The CFO team prepares a targeted financial analysis using Eyeris Open Intelligence that allows Marketing to implement an out-bound campaign to migrate customers to alternative plans, recognizing that even defections will improve short-term profitability by millions of dollars per month.

### Alerts

A finance manager responsible for several field offices and customers at a services firm wanted to interdict adverse profitability trends before the end of the month. She set up rules within Eyeris Open Intelligence monitoring daily operational results on key drivers of revenue and labor cost, requesting automated email alerts from the system notifying of any office or group of employees whose performance fell outside her acceptable parameters.

### Customer Service

A wireless telecom provider wanted to reduce churn among high-value customers without increasing spending in the customer service call centers. Eyeris Open Intelligence program administrators exported monthly customer value data to the call center CTI systems, which used that data to prioritize customers in the call queue based upon value. Service levels to high-value customers improved 95% at no additional operating expense.

### Incentive Compensation

A call center services firm wants to focus floor supervisors and managers on profitability, rather than simply operating results. Program administrators use Eyeris Open Intelligence to calculate contribution margin reports for every CSR, rolling those results up through the management hierarchy and establishing margin improvement targets for each supervisor and manager.

### Rate-Volume Budgeting

A Provisioning department tracked all expense data by one product scheme, but marketing managed by a different scheme. Eyeris used causal modeling on historical data to calculate the provisioning unit costs for each marketing product.