

Interactive Customer Yield Tool (InCYTE)

Understanding Customer Yield

Customer acquisition is the largest and most significant discretionary investment made by most service-based firms. Sales and ordering performance directly impact the bottom line. Synergies can be leveraged to enable, understand, and influence the overall company performance.

The return on investment (ROI) of a customer acquisition can be understood very early in the customer's lifecycle. Linking data from across the value chain enables business process improvements that can optimize customer value.



Knowledge Solutions can help you improve your Return on Investment!

If you have a need to:

- Maintain a standardized view of sales quality and sources of new customers.
- Monitor risk mitigation and assess adherence to marketing strategy.
- Understand the impact that sales quality and marketing strategy have on business performance.

The Interactive Customer Yield Tool (InCYTE) provides:

- Order level data that links detailed information about marketing programs, sales channels, and offers.
- A policy simulator that provides a perspective of sales strategy and adherence to policy.
- Billing and performance data that measures the impact that a sale has on churn, revenue and payments.
- Integration of product and channel cost information providing insight into profitability of newly acquired customers.
- Reports that reflect sales quality, return on investment and policy compliance.