

FlashTrac

Convert historical usage data into business intelligence swiftly and easily. FlashTrac enables you to retrieve, analyze, and respond to customer event data in near real-time, as well as take proactive measures to enhance customer service and increase revenue.

Effectively predict & measure customer behavior

For most communication service providers (CSPs), the answers to urgent questions can be found in customer data. Questions like: "Are my customers responding to competitive marketing campaigns?" or "What is the take-up rate to our recent promotion?" and "Are my customers operating within the terms of usage on my unlimited plan?"

But accessing and making sense of this data was a laborious, expensive and time-consuming process – until now. Now, service providers can effectively predict and measure customer behavior to diminish churn and manage risk with Aperio CI's FlashTrac.

More than 80% of customers who contact a CSPs competitor will disconnect service within 30 days unless some form of direct intervention is taken.

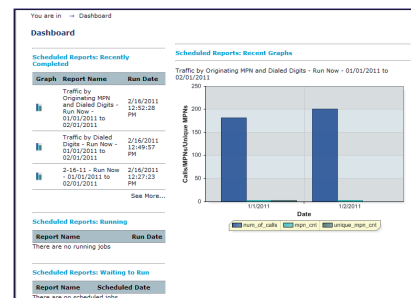
Mitigate risk and service abuse

Today, service providers feature fixed-fee, unlimited service offerings that include unlimited local, long distance and sometimes international calling. These offers reduce the operator's exposure and costs associated with transactional billing, and their customers can rely on consistent monthly billing. But there are also inherent risks in fixed-fee unlimited telecom packages, such as re-sold usage, prohibited uses (fax broadcast, predictive dialers, etc.), abuse of directory assistance, small office or home office use and shared usage ("the neighborhood phone").

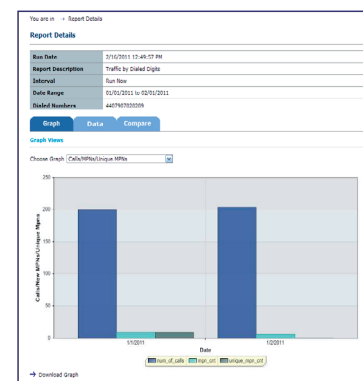
FlashTrac helps identify these abusers so you can mitigate your risk and losses in a timely fashion.

FlashTrac, the solution

FlashTrac is a near real-time software solution that quickly converts historical usage data into business intelligence and integrates easily with core CRM platforms. FlashTrac enables service providers to identify, evaluate, and respond to customer behavioral patterns within hours of a specific event, and take proactive measures to enhance customer service, and increase revenue and brand loyalty.



FlashTrac Dashboard



Reporting

Features

- Measures and analyzes usage by setting target thresholds and parameters by type of service, tracking historical customer behavior, segmenting customers by tenure and value, and understanding quantum user groups.
- Measures significant usage metrics such as total calls/minutes, average call length, unique dialed numbers, destination, international, local and special services (directory assistance, etc.) on a daily basis.
- Self-administrative module allows users to add/change/delete phone numbers, track and organize them into groups.
- Allows for customization and parameter control to manage and customize analysis.
- Aperio CI's proprietary analysis engine that structures and applies business logic.
- Create standard daily/weekly/monthly reports (overnight) and ad-hoc reporting requests (run immediately).

Benefits

- Identify customers who are likely to change providers or under-utilize services. Make better offers to retain customers, improve operational efficiencies and customer relationships. Identify competitors (and numbers) creating the highest churn. Call targeted customers with save offers. Measure results.
- Better understand competitive advantages and weaknesses. Identify end users that are susceptible to competitive threats as well as targeted counter offers.
- Measure response rates to marketing campaigns. Provide immediate and precise visibility into marketing effectiveness.
- Offer businesses compelling insights into consumer behavior. Can re-sell market research data.
- Support legal compliance requests cost-effectively. Every CSP must record and produce on demand, all customer voice and data communications to meet legal, financial, and security mandates. Offers a cost-effective mechanism for complying with these requirements.
- Identify abusers of unlimited service offers. Allow "warning" of violations and termination of service should abuse continue.