

Customer and Sales Management Analytics Solution



360° View of Customers

Understand financial and operational performance, and customer satisfaction scores in one location

Most companies do not have a single view of their customers across multiple dimensions including historical financial performance, forecast pipeline revenue, operational performance and customer satisfaction scores. Providing a complete picture will drive increased efficiency, focused action and ultimately higher revenue and improved customer satisfaction.

- Sales operations managers and business analysts spend far too much time cleaning up and assembling spreadsheets to understand customer performance
- Sales teams and relationship managers need to go to 3 or 4 different systems for each customer to find information on sales pipeline, historical revenue, product footprint, operational measures and customer satisfaction
- Data is locked in many different systems including CRM, ERP, Call Centers, Customer Surveys & Satisfaction, and Operational Systems
- Improve gross forecast visibility, review historical customer spend, measure pipeline risk and customer satisfaction, gain insights into customer buying trends, measure marketing effectiveness or monitor on-going performance.
- Oco provides a unique on-demand business intelligence solution for customer and sales management that is complementary to your CRM, ERP, Call Center and other related systems, while allowing companies to:
 - Go to one place for all customer related information, reports, analytics and metrics
 - Display and visualize data in scorecards, dashboards and report
 - Utilize best practices, leading edge metrics and advance analytics to look at customers in new and unique ways that drives improvements in revenue, performance and satisfaction

...with data from all different systems accessible in one location

The Customer and Sales Management Analytics Solution empowers the management team to:

- Identify the customers with the highest revenue potential
- Focus on cross sell / up sell opportunities
- Target at-risk revenue and customers for problem resolution
- Direct sales teams to focus the right sales approach to the right customers
- Track the financial and operational performance
- Visual performance of customer segments and regions down to the individual customer

The Oco Solution

- Best practices solutions with dashboards, key performance indicators, and reports
- Immediate access to critical business data from disparate sources
- Rapid deployment in 6 to 10 weeks with easy user adoption
- Fixed price, fixed time Implementation
- Ongoing management and support of the solution

Customer and Sales Management Analytics Solution

Example Reports:

- Customer Profitability Analysis
- At Risk Pipeline Revenue
- Unified View of Customer
- Customer Cross-Sell Opportunity
- Sales Pipeline Analysis
- Opportunity Conversion
- Call Center Performance

Analyze performance by any dimension:

- Customer
- Product Line / Product
- Business Unit / Division
- Geography
- Sales Team / Sales Rep
- Marketing Campaign
- Sales Stage

The Customer and Sales Management Analytics Solution provides a rapid and compelling return on investment (ROI) and tangible benefits:

- Understand opportunities to drive revenue through better coverage, cross sell or up sell opportunities in the existing customer base
- Perform detailed sales and gross margin analysis to identify and fix unprofitable customers
- See emerging patterns in customer buying that may indicate issues with products, competitors or sales teams
- Understand total cost to serve for each product family and sku, customer segment and individual customer across multiple dimensions
- Lower administrative costs and time savings and dramatically reduce the time of analysts, managers, and others needed to assemble information from disparate systems



Within weeks, decision makers from the CEO to sales and marketing managers have the right information, available on demand, to make better data-driven decisions.

About Oco, Inc.

Oco is a leading provider of Software-as-a-Service (SaaS)-based business analytics solutions. The company provides complete BI solutions to customers such as Casual Male, Dunkin' Brands, and Welch's. Oco's unique business-centric approach to BI helps companies solve targeted business issues, achieve payback within 90 days and triple their return on investment. Leveraging a library of best-practice analytics, pre-built data models, and patented technology, Oco's SaaS-based solutions are delivered in a fraction of the time, at a fraction of the cost of traditional solutions, with fewer IT resource requirements than traditional approaches. In addition to its own product portfolio, Oco also offers an on-demand BI solution through its partnership with SAP BusinessObjects. Oco was founded in 1999 and its headquarters are in Waltham, Mass. More information about Oco can be found at www.oco-inc.com.



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