

ORACLE REVELEUS CUSTOMER PROFITABILITY ANALYTICS



REFINE AND EXTEND THE WAYS IN WHICH YOU MONITOR YOUR CUSTOMER RELATIONSHIPS WITH THE FLEXIBLE, ROBUST ORACLE REVELEUS CUSTOMER PROFITABILITY ANALYTICS.

KEY FEATURES

- Combines information from different sources into a system that generates account-level profitability
- Supports accurate and valid measures of performance for estimating customer profitability
- Computes customer contribution and analysis of components constituting customer profitability
- Identifies products generating maximum values
- Supports the estimation of profits at different levels of aggregation
- Enables flexible customer profiling based on profitability

KEY BENEFITS

- Quickly and accurately identify your most profitable customers.
- Better understand the value of customer relationships.
- Address unresolved customer issues more effectively.
- Improve service offerings to the most profitable customers while migrating customers from less-profitable relationships to more-profitable ones.
- Gain insights into the changing profile and dynamics of customer interactions and profitability.
- Enable effective cross-selling and up-selling strategies.

The key to providing better service to customers lies in the ability to identify highly profitable customers as well as potentially profitable customers and understand the enablers of a profitable relationship. Oracle Reveleus Customer Profitability Analytics provides a comprehensive and consistent set of performance metrics, allowing you to better understand the value of customer relationships as well as gain insights into the changing profile and dynamics of customer interactions and profitability.

Identify Profitable Customers

Oracle Reveleus Customer Profitability Analytics creates a 360-degree view of the customer by consolidating customer information from enterprise databases, transactional systems, customer touchpoints, and third-party information providers. It allows you to create a consistent set of metrics that automates the identification of profitable customers. The analytics in Oracle Reveleus Customer Profitability Analytics is consistent with Oracle Reveleus Enterprise Financial Performance. The entire Oracle Reveleus analytical applications product suite provides a consistent and coherent view on how customer profitability drives product profitability and how product holding drives customer profitability.

Understand Profitable Customers

Oracle Reveleus Customer Profitability Analytics measures customer profitability by the source of profit—either by products or the product portfolio held by various customer profiles. The combination of both these dimensions enables a richer understanding of sources of profitability in customer-financial institution interactions, providing clues to improving service offerings to the most profitable customers as well as improving less-profitable relationships.

Profile Customers Continuously

Oracle Reveleus Customer Profitability Analytics supports multiple and changing profiling of customers with stored history or rewritten history analytics. It supports a wide variety of customer profiling capabilities that can be validated and used for targeted management action in retaining valuable relationships and discarding those that are not valuable.

Allocate Costs Accurately

By integrating data from general ledger or accounting systems, transaction systems, and various customer touchpoints, Oracle Reveleus Customer Profitability Analytics allocates costs to customer accounts, which are the primary drivers of costs.

Additionally, by allocating costs based on a customer's use of delivery channels, product offerings, and other services, the solution provides a true picture of the customer's profitability.

Identify Profitability Trends

Oracle Reveleus Customer Profitability Analytics helps to highlight the behavior of profitable customers across time for insights into the changing profile and dynamics of customer interactions and profitability. By integrating with the product-level profitability of each customer, the solution provides an understanding of what kind of customer-bank relationships have yielded profits in the past and what should be expected in the future.

Adapt to Evolving Customer Demands

The flexible design of Oracle Reveleus Customer Profitability Analytics lets you constantly refine and extend the ways in which you monitor your customer relationships. Its inherent flexibility and robustness is due to its advanced data management framework, which eliminates the need for expensive custom programming and time-consuming application maintenance. Unlike solutions with closed, proprietary customer models, Oracle Reveleus Customer Profitability Analytics allows you to continuously add new data dimensions, data groupings, and performance measures to your customer analytics without disrupting production applications. Such extensibility affords you the ability to quickly test new ideas and evolve customized analytic models based on the latest information.

Oracle Reveleus Customer Profitability Analytics integrates your evolving insights with data drawn from legacy systems and third-party data feeds to create a compelling vision of the total customer experience. As you learn more about your customers, you can address unresolved customer issues more effectively and exploit previously undercapitalized business opportunities.

Leverage Oracle Reveleus Analytical Applications for Financial Services

Oracle Reveleus Customer Profitability Analytics is a part of the Oracle Reveleus analytical applications for financial services best-of-breed solutions that share a consistent view of business data across independent applications. This allows you to apply dimensions of analysis from an application in another business context to extend a marketing program. For example, marketing organizations that use Oracle Reveleus Customer Profitability Analytics to create profitability scores and contribution ranking of customers can leverage Oracle Reveleus CRM Analytics to segment customers for effective cross-selling and up-selling strategies.

Contact Us

For more information about Oracle Reveleus Customer Profitability Analytics, please visit www.oracle.com/industries/financial_services or email us at marketing@iflexsolutions.com.

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