HOW CAN YOUR TEAM LEVERAGE BI?

DATAPRISE
Managing Technology. Powering Business.™

Data is the lifeblood that powers every organization today, big or small, commercial enterprise or government agency. The use of Business Intelligence by different departments across an organization is changing operations and decision-making from the inside out. The integration of information and the access of multidimensional real time analytics improve transparency, interdepartmental cross-pollination, and business efficiency.

Decision Maker

- Holistic view of company in one single place
- Key business metrics
- Department performance monitoring
- Company's performance measurement
- Fast identification and correction of negative trends
- Real time analysis of newly-made decision efficiency

Sales

- Forecasting
- Sales management
- Sales team performance analysis
- Real-time insight of the pipeline through CRM integration
- Lead conversion analysis
- Conversion rate tracking and comparison
- Key performance indicators (KPI)
- Deals analysis for future performance improvement

Customer Support

- Brand loyalty tracking
- Customer satisfaction analysis
- Customer engagement analysis
- Ticket resolution analysis
- Queue waiting analysis
- Issue resolution efficiency analysis
- Incident rates analysis divided by channels, industry, geography, etc.
- Team performance monitoring
- Service trends

Finance

- Accounts receivable and accounts payable real-time analysis
- General Ledger/Balance sheet analysis
- Profit and loss analysis
- Real-time expense management

HR

- Employee productivity monitoring
- Compensation analysis
- Workforce profile
- Turnover trends
- Return on human capital

Marketing

- Monitoring and analyzing marketing campaigns
- Brand loyalty tracking
- Allocation of the appropriate resources to the right channels
- Analyzing geographic buying behavior, demographic filters, and customer lifetime values
- ROI, ROI, ROI!

#ITinRealLife