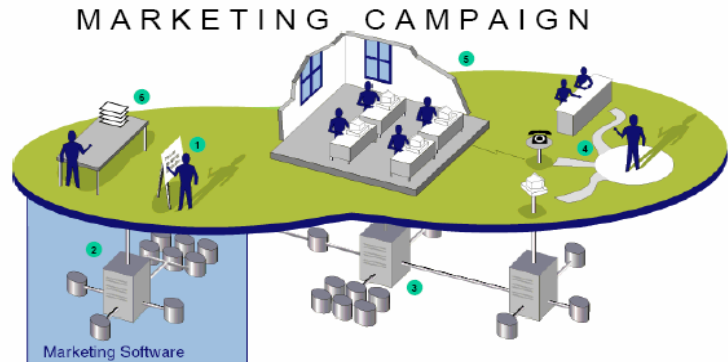


Customer Lifetime Value and Customer Equity Solvis provides CLV services to help you maintain and grow your customer base.

Customer Touchpoint Analysis & Lifecycle Definition Solvis provides a Customer Lifecycle Methodology to help your organization provide a better customer experience across the many interactions points.

Product Category & Customer Model Creation Solvis provides a methodology to better assess your customer definition and offers. We help you provide one customer database with the same attributes across the enterprise with a centralized offer/product catalog.

Database Marketing Customer Data, Information, Knowledge and Strategy are the foundation



Result: Increase sales by 5% via targeted marketing campaigns.

- 1 Determine required campaign
- 2 Target high value customer segment
- 3 Update contact center and IVR scripts
- 4 Include preferred customer channels
- 5 Train contact center
- 6 Execute campaign

SAS Marketing Automation Partner

Experienced Marketing Automation Consultants

Marketing Automation Strategies

Change Management and Project Execution Services

Installation and Implementation Services

Integration services—Siebel, Peoplesoft CRM, Clarify

Training Services



SAS Marketing Automation

Strategy • Implementation • Training • Marketing Services

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