



MAINTAINING PROFITABILITY OF EXISTING ENTERPRISE CLIENTS

One of the large manufacturers in Central Europe faces the problem of maintaining profitability of its existing enterprise clients and the challenge arises when defining the contracts & service level agreements with new clients that ensures both profitability & customer experience.

Business Objectives :

To provide some Management Recommendations which can help Veenman to improve account level profitability and provide further roadmap to deep dive into scope of improvement with the identified drivers, like Services, Price, Contract Volume, Printers Sale etc.

- ▶ Improve services quality & response time.
- ▶ Improve downtime with Preventive Asset Management (PAM).
- ▶ Increase profitability of their existing and future clients by 2%.
- ▶ Insights & Profiles about the profitable customers to aid acquisition.

Our Approach:

The problem was maintaining profitability of its existing enterprise clients and the challenge was defining the contracts & service level agreements with new clients that ensures both profitability & customer experience. Our partnering approach helped from starting :

01
Descriptive

With the client starting from Due Diligence with Microsoft Dynamics CRM, business problem definition and advanced predictive modelling & simulation helps to discover potential opportunities to increase both topline & bottom line 5%+ with existing clients.

02
Prescriptive

Improvement in services quality, contract pricing & customer support with certain basis points.

03
Predictive

Self-learning Simulation & Forecasting mechanism helped to extrapolate the same business benefit to the new customer acquisition & service excellence.

Business Benefits:

Catalytics Datum provided recommendations for the management with the deep dive into uncontrollable and controllable sectors which can be fixed to get 2% profitability increase.

Building the in-depth persona of loyal vs fading customers to help the client differentiate between both the cohorts

Defined the contribution of the uncontrollable/controllable drivers of profitability and strategy at the organization under low profit, medium profit, high profit as well as no profit.

About Us

Catalytics Datum is a Next - Gen Enterprise that Amalgamates the Data Science, Big Data, Cloud Computing & Business Intelligence to Transform your CRM, ERP & EDWH to the tool for business growth. Recognized by Microsoft BizSpark, Catalytics is present across the globe to become your partner in Digital Transformation.

Catalytics is a product focused data science organization leveraging the power of big data and business intelligence to solve complex business problems for enterprises through user experience and faster decision making solutions.



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