



element



# Reporting

## **Element Reporting with CSG's Vantage®**

*It's Not Just What You Know, It's What You're Able To Do With That Knowledge.*

Price conscious and service driven, today's customers have greater expectations of their service providers than ever before. They want access to the latest products and services, and they are not willing to sacrifice convenience or quality for price. In return for their loyalty, they want you to know who they are, understand what they need and put the people and resources into place to respond. With Vantage® you have access to the critical customer data you need to understand what your customers want-as well as the reporting tools that enable you to determine which needs to act upon, and when.

### **Measure, Report, Act**

Vantage® provides you with the tools to conduct marketing analyses and to monitor customers' behaviors. It also allows for general and detailed operational analyses to report critical performance information to senior and executive management. The Vantage® program performs data management and oversees system performance processes, allowing you to concentrate on how to best use this software to make informed decisions. Marketing, operational, financial, transactional and order analysis can all be measured in high-level or low-level detail to determine the health of your organization's activities.

### **Benefits From Beginning To End**

With Vantage®, you'll realize benefits throughout your organization and through your ability to target and retain key customer groups. These include:

- Operations Reporting - Track and report critical performance indicators, such as service performance statistics related to work order response times, work order technician quality and adjustment analysis, to reduce costs
- Marketing Analysis - Track buy rates and model marketing campaigns using quantifiable data to target the right audience and improve response rates
- Data Portability - Import data from other sources and combine it with new or existing Vantage® applications or outside applications for further data manipulation
- Mass Adjustments - Automatically issue the appropriate mass credit and/or debit adjustment amounts due to outages, rate fluctuations and regulatory conditions
- Targeted Statement Messages - Combine Vantage®'s functionality with CSG's Enhanced Statement Presentation" (ESPID) product to create an effective marketing communication and customer relations tool that delivers messages to finely selected customer groups
- Targeted E-mail Messages - Announce promotional activities to qualified subscriber groups that meet the query selection criteria to improve outbound direct hit rates
- Commission Reporting - Reward sales reps and/or customer service representatives for products sold
- Leads Tracking - Report commissions for sales reps converting leads to customers

### **Targeted Marketing and Spending**

With Vantage®, you have the knowledge you need to make informed decisions based on insightful data captured in the Vantage® database. Armed with this knowledge, you are able to better service your customers by focusing your energies and resources on delivering the products and services they want, without wasting valuable time and talent investing in products and processes that are of little value to them. As a result, churn is reduced, operational efficiency is enhanced and costs are significantly reduced through improved response time and decreased trouble calls.

## **Vantage® Plus - Ease of Operational Efficiency**

To grow with the evolving market, service providers must be able to not only introduce new services and products, but also to keep their back-end operations running smoothly and efficiently. As critical decisions are made every minute from the vital information in production reports, direct and easy access to that data is essential to develop competitive and profitable business strategies.

Time is of essence in today's fast paced market and you need a reporting solution that can save you time and money. Today, most service providers are either printing and manually distributing green bar production reports to decision makers or they are paying third-party software costs to screen-scrape the production reports into a database for analysis. You need a solution that will minimize the expenditures on paper and printing costs, as well as save time and reduce the cost and dependency associated with multiple third-party software vendors.

## **Intelligence at Your Fingertips**

Element brings you CSG Systems' Vantage® Plus, formerly DataVision, a convenient solution that enables you to view and download the vital core production reports via a secured Web site. This user-friendly application now gives you the ability to access reports from any location. In addition, Vantage® Plus enables you to download production reports in either a PDF or CSV format. With such robust, centralized functionality, dependence on third-party software vendors who provide similar services can be eliminated. You save money on printing costs as well as staffing requirements that you would normally require for report distribution. In addition, by having the report data in a CSV format, many of your downstream applications may be automated without the additional screen scraping software.

Benefits to Vantage® Plus include:

- Reduced Printing Costs – Vantage® Plus allows you to download reports onto a PDF so viewing can be distributed and maintained online.
- Minimized Staffing Requirements – The convenience of accessing the reports from any workstation via the Web eliminates dependence on staff to deliver large reports.
- Historical Analysis – The ability to download the reports enables you to query data locally and offers self-archive options, which provides historical analysis.
- Improved Decision making – The advanced delivery method speeds to time access of critical data and increases the accessibility to your resources.
- Automate downstream applications – By eliminating screen scraping requirements and loading CSV formatted data directly into your database, many dependant downstream processes can be automated.

## **Convenient Access Improving your ROI**

Element is dedicated to providing you with solutions that effectively move operations with ease, enabling you to concentrate on your core business. By accessing your vital report data from any location via the Web, your operations become more productive and costs can be dramatically minimized. In such a fiercely competitive industry, the smallest change can not only improve optimal performance, but can also drive your bottom line.

### ***About Element***

Element Customer Care is a Durham, NC-based company that offers billing services, tech support and a customer service call center. Element's partnership with CSG Systems gives its clients access to CSG's unique combination of solutions, services and expertise to improve operational efficiencies and deliver a quality customer experience in a competitive marketplace. For more information, visit [www.elementcare.com](http://www.elementcare.com) or contact a sales representative at (919) 794-8773x5811 or via E-mail [RAlexander@elementcare.com](mailto:RAlexander@elementcare.com).