

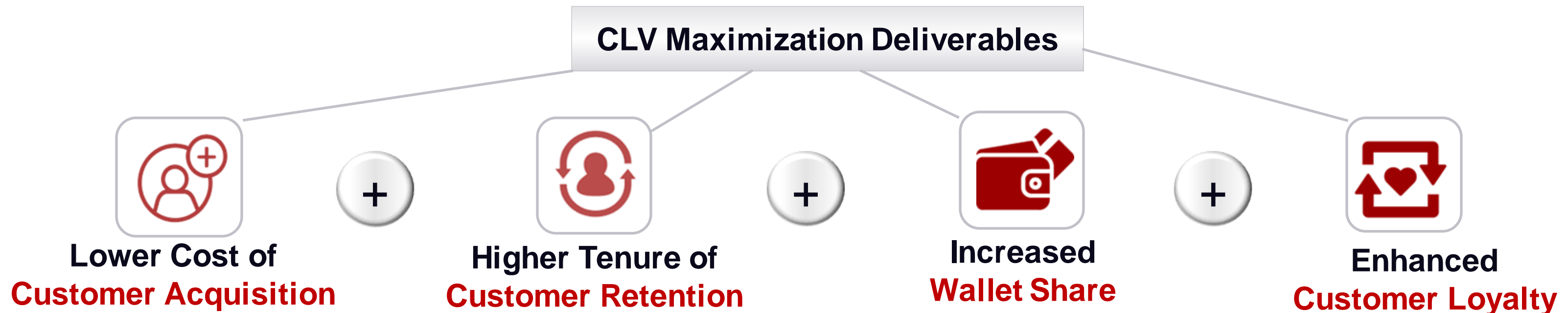
worxpertise®
maximising / customer lifetime value

maximizing customer lifecycle value: our definition

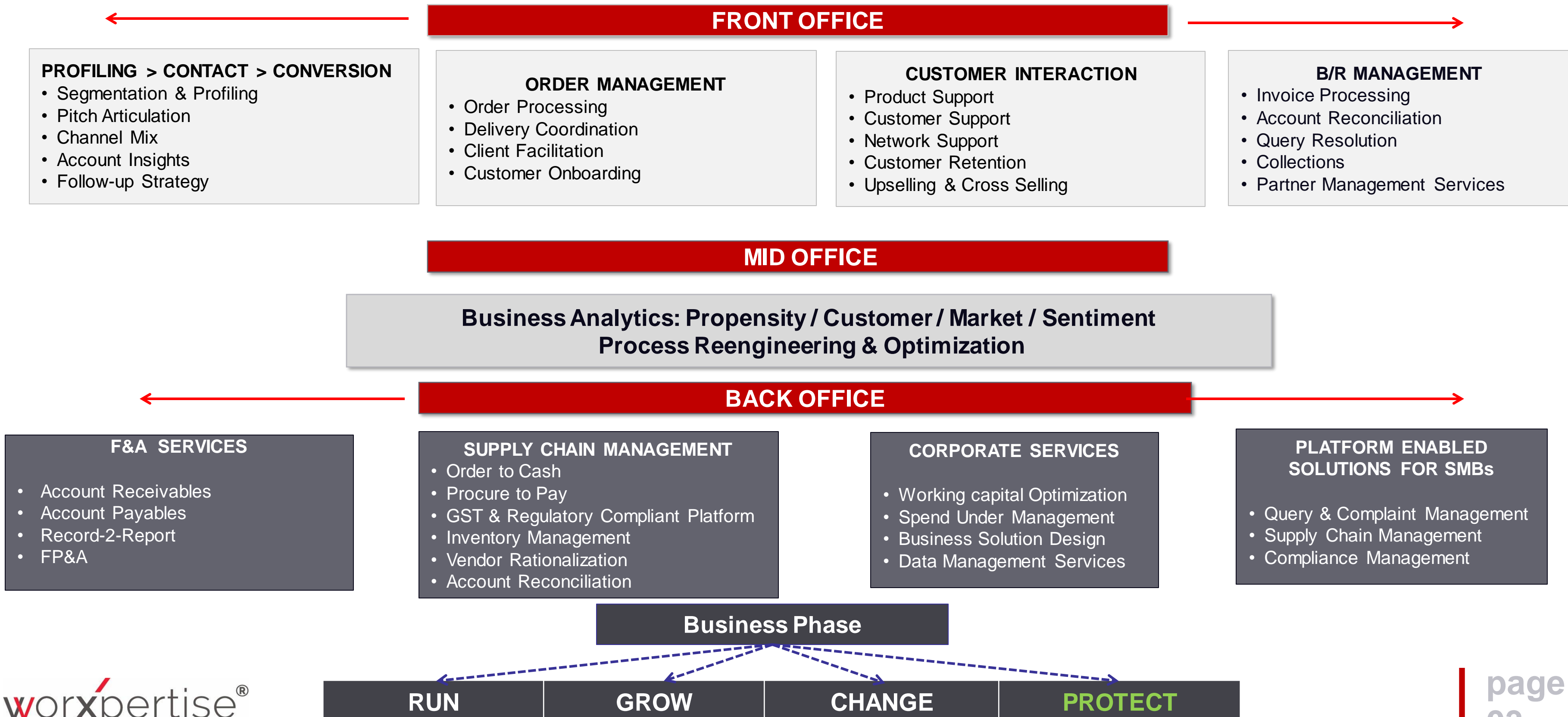
The most valuable asset of any business enterprise is **The Customer**

Customer Lifecycle Value (CLV) is the primary **driver** of business **growth and profitability**

We aim to **maximize CLV** by consistently delivering superior, loyalty-generating customer experience
that builds customer loyalty

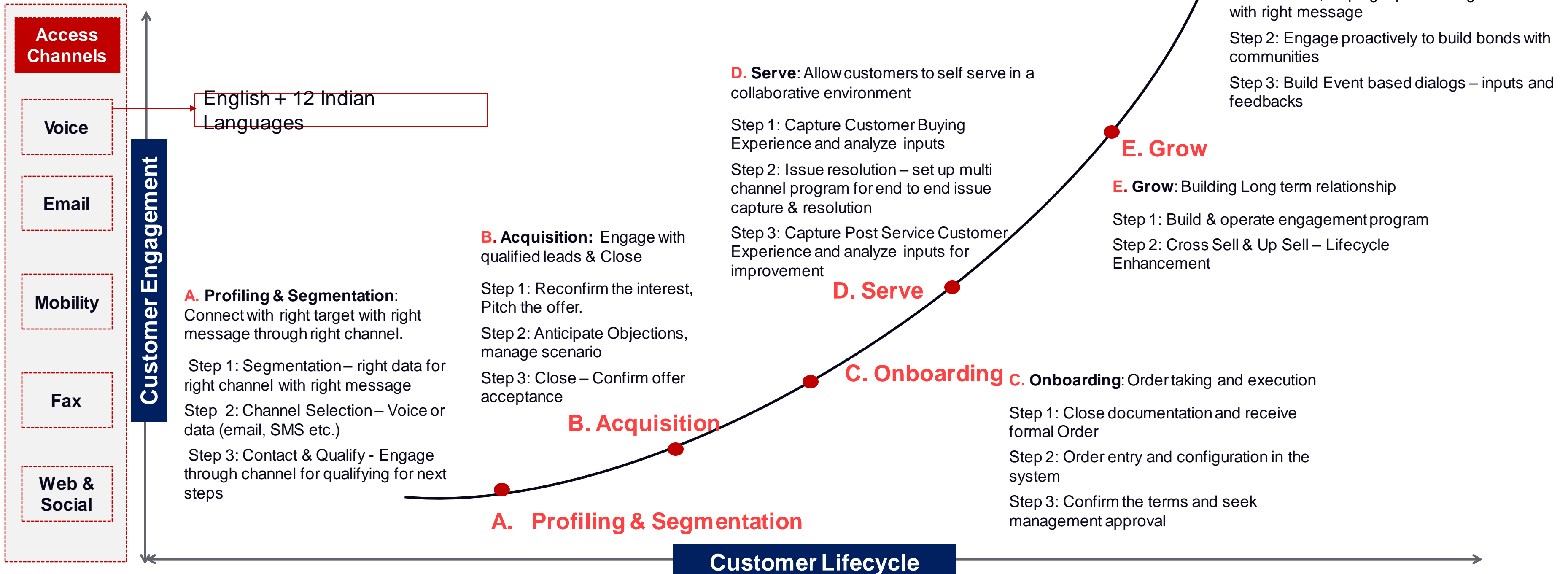


customer lifecycle engagement touch points



customer lifecycle management

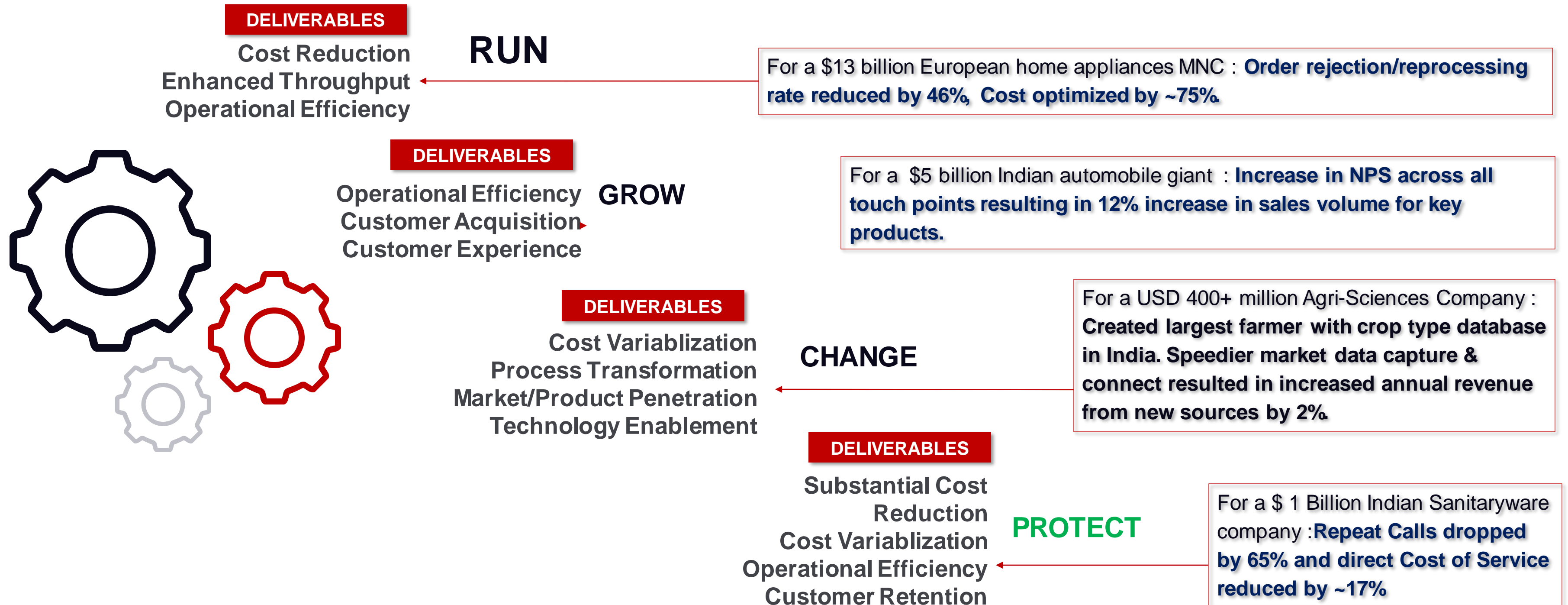
end to end interaction management services



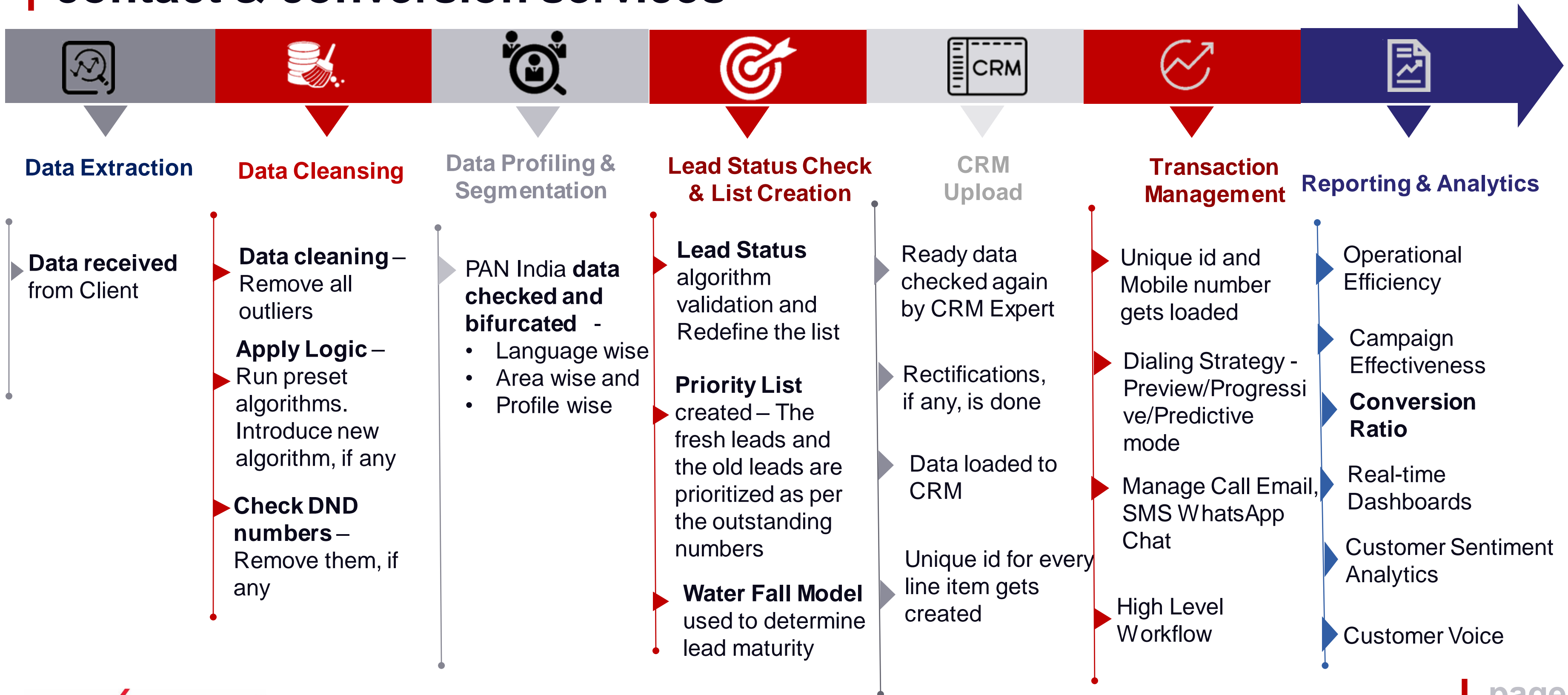
worxpertise Unified Communication Platform



worxpertise business phase aligned approach deliverables & use cases



front office contact & conversion services



mid office business analytics services

Customer Analytics

- Customer Sentiment Analysis
- Survey data analytics / dashboards
- Voice Analytics

Marketing Analytics

- Industry Trends / Benchmarks to enhance ROI
- Revenue & Product Development Analytics
- Customer Support - Understand where customers are struggling the most and deploy resources

Behavioral Analytics

- Proactive measures (Scores & Weightages) to reduce risk
- VOC driving Gap Analysis and appropriate solutions

Predictive Analytics

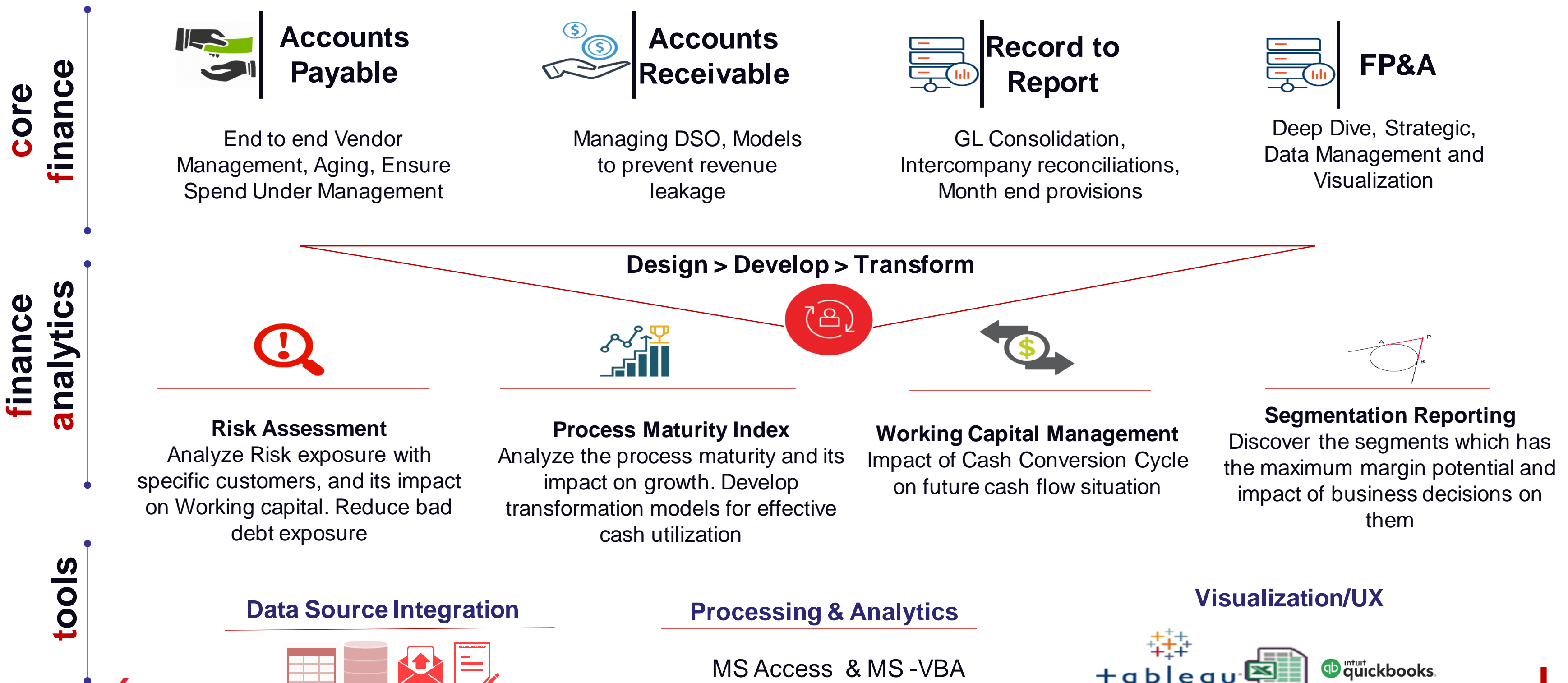
- Regression models on:
- Impact of Sales on Working Capital
- Demand Forecast
- Revenue Predictions

CRM Analytics

- Measure engagement levels to know the popularity of the offers
- Track Customer Lifetime Value (CLV) of to assess the true business value of the relationship



back office finance & accounting services



tech & platforms

platform based service ownership

Business Operations Management

- Order Management
- Procurement Management
- Inventory Management
- Production & Quality Control
- Realtime Reports

Compliance Management

- GST, Insurance, Utilities
- Urgent & Important Transactions
- Voice, Email and Chat



SMB CRM & Helpdesk

- Customer Interaction Management across Voice, Email, Chat, SMS, Social
- MIS/ Dashboard

Data Management Services

- Data Research
- Data Cleansing/ standardization
- Analytics & Visualization

Unified Communication Platform

- Voice | Chat | Email
- Messaging – interactive SMS & WhatsApp
- IVR Blaster - interactive

Our Proprietary Platform-based Services Are Custom Configured & Designed For SMBs



platform based business operations management solution & services to enhance operations efficiency



- Order Taking
- Price Validation
- Credit Check
- Order Approval
- Stock Availability Check & Next Action
- Real-time Order Status Tracking
- Dispatch & Billing
- Outstanding Reminders

Order Management



- Budgeting
- Realtime Inventory Status
- Purchase Indent Creation
- Indent Consolidation & Approval
- Vendor Validation
- Purchase Order Creation & Approval
- Material Receipts Status
- Quality Check & Stock Acceptance

Procurement



- Inventory Categorization
- Realtime Inventory Status
- Realtime MSL Status
- WIP Inventory Status
- Stock Status Across Cost Centers & Locations
- Accurate Stock Valuation Including WIP Stock
- Realtime Inventory Status Material Planning
- Consumption Status

Inventory



- Bill Of Material (BOM) Management
- BOM Based Material Planning
- Multi-stage Production Scheduling
- Production Tracking
- Quality Pre-dispatch
- Job Work Management

Production & Quality Control



- GST
- Account Payables
- Account Receivables
- Real-time Stock Status
- Stock Valuation
- Realtime Sales Status
- Production Tracking
- Vendor Performance
- Channel-wise Sales Status
- Non-Moving Stock Status

Reports

maximizing business & customer value

why worxpertise

- Proprietary Technologies & Platforms
- 100% Reference-able Client-base
- Best of Both Worlds: Capabilities of an Established Player + Hunger of a Start-up
- Continuous Focus on Proactive Value Addition
- Proactive Cannibalization & Risk Sharing Approach

customers & business associates

relevant & global experience

Customers

 Home Appliances

 Automobile

 Healthcare

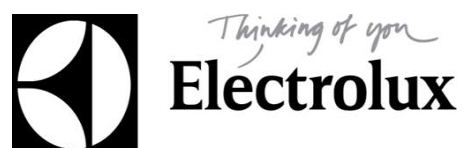
 Education

 Agriculture

 NBFC

 Real Estate

Other



Associates



Geographies Serviced



UK, USA, Australia, New Zealand, Europe and India

thank you

worxpertise®
maximising / customer lifetime value

smart.solutions@worxpertise.com



+1 315 203 9876



+91 124 685 9200