

Good Customer Score (GCS) Example of Indexing & Ranking

How Data Looks BEFORE				
Good Customer Score (GCS) Analytics has been Applied				
Index				
Customer Id	Current Revenue Value	Behavior	Risk	Loyalty
1	1.00	1.00	1.00	1.00
2	0.00	0.00	0.00	0.00
3	0.50	0.25	0.75	1.00
4	0.25	0.33	0.75	0.75
5	0.00	0.50	0.50	0.67
6	1.00	0.50	0.50	0.25
7	0.75	0.75	0.25	0.00
8	0.50	0.75	0.25	0.50
9	0.25	1.00	0.00	0.25
10	0.75	0.67	1.00	0.75

How Data Looks AFTER						
Good Customer Score (GCS) Analytics has been Applied						
Customer Id	Index				Result	
	Current Revenue Value	Behavior	Risk	Loyalty	Good Customer Score	Rank
1	1.00	1.00	1.00	1.00	1000	1
10	0.75	0.67	1.00	0.75	793	2
3	0.50	0.25	0.75	1.00	625	3
6	1.00	0.50	0.50	0.25	563	4
4	0.25	0.33	0.75	0.75	520	5
8	0.50	0.75	0.25	0.50	500	6
7	0.75	0.75	0.25	0.00	438	7
5	0.00	0.50	0.50	0.67	418	8
9	0.25	1.00	0.00	0.25	375	9
2	0.00	0.00	0.00	0.00	0	10

This may seem reasonably simple at first glance. However, to achieve this on millions of records can be very difficult.

CAPs can help your company implement these analytics effectively and you can start realizing the ROI very quickly.

For example, if you are able to identify which of your "Good Customers" are more likely to leave, a program can be put in place to ensure their loyalty.

Regardless of where your company's focus is, you can use GCS to isolate and focus on the correct customers that need attention.