



## Modeling and Statistical Analysis

### ★ Enhanced Abilities

VCC's ability to provide detailed, useful statistical analysis is truly unique within the industry. The statistical staff, client services managers and IT area work hand in hand to meet your reporting needs.



***Because the systems, which supply data to our statistical area are developed in house, VCC is able to provide customized reporting down to the most minute level.***

Because the systems, which supply data to our statistical area are developed in house, VCC is able to provide customized reporting down to the most minute level. During your campaign development stage your client services team will work with you to not only facilitate all of your reporting requests, but will also make suggestions of reporting you may wish to consider.

### ★ Cross Tabular Analysis

VCC's reporting staff and systems are capable of providing cross-tabular data for extensive modeling analysis. During the development stage of your program, the client services managers will work with you to understand the data you provide us about your customers/prospects, as well as learn what you would like to know about your customers/prospects.



***We will custom design a system for your campaign that will enable us to capture and report on data you can use for modeling.***

We will custom design a system for your campaign that will enable us to capture and report on data you can use for modeling. Not only will VCC provide you with data such as demographic information, package/cell codes and, prospects' reasons for accepting or declining your offer, we will also provide cross tabular results for these types of items so that you can gain insight about your prospects, offer and campaign for a number of different angles.

In addition to developing and supplying you with reporting, VCC's client services team will analyze your reporting and use the information to both better understand and improve upon your program.

★ **Just a few examples of the action VCC will take with your reports are:**

- Note both positive and negative anomalies and research the occurrences in order to help discover what may be causing the results.
- Make recommendations for changes to the existing campaign and suggestions for future marketing efforts
- Save you time and effort. Your detailed reporting will always be available to you but we will also use that information to compile summaries of “top line” numbers and key information. We will supply you with whatever you may need for management meetings and new project proposals.
- Ensure you are not bogged down with numbers. Telatron will supply your reporting in a format that is exceptionally detailed but also “user friendly” in order to ensure you can easily analyze your results at both high levels and microscopic detail.
- Provide Education. At the end of your campaign VCC will provide you with a wealth of reporting that summarizes your program. Our end of campaign summaries are as customized as the daily reporting and will provide you with extensive insight into your program.

★ **Expertise**

VCC's database and statistical staff not only have high-level degrees within their area of expertise, they also actively participate in on going education. This experience, combined with the team's expertise, allows VCC to be a leader within the industry when it comes to supplying and analyzing data.

