In retail, where companies can go quickly from rags to riches – or riches to rags – the customer’s perception of, and experience with, your brand is critical not only to staying in business, but growing your business as well. Qualex can enable retailers across all segments – apparel, grocery, specialty, general merchandise, online and hardlines...

More

In these challenging economic times, retailers are faced with cutthroat competition and increasing consumer demands, which in turn puts pressure on the bottom line. Qualex can help retailers cull through their expansive data and give them a deeper understanding of their customer's behavior and buying habits so that the right decisions can be made about product, price, promotion and placement. Qualex's suite of products can help retailers in the following ways:

**Customer Intelligence** delivers fast, producing significant returns on your marketing investment by enabling you to conduct measurable, integrated marketing campaigns, maximize customer profitability, acquisition and retention, leverage existing investments in technology and build a sustainable competitive advantage through the creation of reliable, high-value customer intelligence.

Qualex solutions help you maintain and grow profitable customer relationships with the following tools:

* *Marketing Automation* – the most comprehensive marketing tracking solution available. It provides everything needed to turn raw, disparate data into profitable marketing campaigns.
* *Marketing Optimization* – applies powerful mathematical approaches to optimize marketing ROI given limited budgets, restrictive channel capacities and other normal constraints.
* *Rapid Interaction Management* – facilitates real-time marketing conversations through communications in the call center, on the website or at the checkout counter. It is information that is triggered instantaneously.
* *Web Analytics* – reveals how each individual navigates your Internet site. It will help you understand the behavior of each potential buyer, including the ones who don’t go through with their purchase even though they have loaded up their shopping basket. This helps you understand what is compromising sales, which can help you counter this behavior.
* *Customer Insight for Retail* – provides strategic segmentation and behavior predictions based on your customers' demographic, psychographic, transactional and attitudinal data. Additionally, the solution lets you segment and profile stores based on transaction history and trade-area demographics.

Qualex enables retailers across all segments – apparel, grocery, specialty, general merchandising, online and brick and mortar – to uncover customer insights that delight customers by engaging them in highly profitable ways. With high-performance analytics at the core and backed by more than ten years of retail experience, Qualex can help you implement an analytics solution that allows you to find new and better ways to doyou’re your business.

Let us show you how a modest investment in technology can substantially increase your ROI. Let us help you understand your patrons better. And help you drive profits straight to your bottom line.

**Some of our clients include:**



**Qualex helps clients on the following tasks:**

* Performed SAS-related duties for the Marketing Departments to provide analytics on purchase behavior.
* Extracted data from many different sources and combined that into reports using Base SAS and Excel in support of the Marketing and Accounting departments.
* Run special promotions and provide Sell Through Reporting,Executed Category Flash Report.
* Analyzed Store Business Databases.
* Provided Reporting on Gadget Business Items.
* Provided SAS Merchandise Intelligence (Size Optimization) analytics to IT teams using SAS to generate forecasts.
* Provided Size Optimization implementation and development.
* Implemented SAS SO implementation to the technical infrastructure. This SO implementation had two major components:
* Size Profiling and Pack Optimization. The goal was to meet a go-live each month for the Size Profiling and a Field Enabled Solution (FES) portion for the featured product.

**Qualex Solutions Include: iQ-Support™**

**Qualex** **iQ-Support™** is an internet-driven solution for organizations that, after implementing software solutions, need additional support to maintain their system's operation. Qualex offers bundles of consulting hours from its specialized consultants in Data Integration, Data Warehousing Construction, Business Intelligence Reporting and Sophisticated Analysis. All these services are provided at a low cost, with high quality and maximum accessibility.

**The solution provides:**

* Software installation and updates for new versions of the software.
* Assessment of reporting options.
* Adjustment of systems to local legal requirements.
* Support via telephone at the level required by the customer.
* IT support for software integration and Training of support staff.
* Administrative assistance in the creation or elimination of users.
* Assistance in writing basic software code.
* Assistance in the use of reports.
* Assistance to solve technical problems in multi-tiered environments.
* Assistance in the maintenance of stored processes.
* Support to your business users.

**Service Commitment**

Once an issue concerning the use of software is reported, Qualex agrees to assign a resource to verify the issue. In critical issues (High), this resource will be assigned within specific pre-determine business hours and for regular issues (Low and Medium), the resource will be assigned within one business day.