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 and rapidly evolving customer-centric times, Utility companies are faced with two main issues:

* Improving customer experience and decreasing operational costs. The reality is if utility companies could better understand customer demands using customer attributes and trends then risks scores (customers likelihood to default) would be minimized. The focus needs to be on forecasting which in turn puts less pressure on the bottom line. Qualex can help Utility companies forecast and analyze customer data to 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.

**Customer Intelligence and Analytics** 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 customer relationships with the following tools:

* *Marketing Optimization* – apply powerful mathematical approaches to optimize marketing ROI within limited budgets, restrictive channel capacities and other typical constraints.
* *Web Analytics* – learn how each customer or potential customer navigates your Website. This helps 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.
* *Customer Insight –* gain strategic segmentation and behavior predictions based on your customers' demographic, psychographic, transactional and attitudinal data. Additionally, this solution lets you segment and profile stores based on transaction history and trade-area demographics.

**Some of our clients include:**



**Qualex helped Duke Power and PJM on the following tasks:**

* Supported various reporting and analytic needs for a risk dimension implementation.
* Provided advanced SAS programming and architectural design for a market-monitoring environment.
* Developed a portfolio management system for energy trading, Natural gas reporting, Crude/refinery reporting and all other SAS commodity applications.
* Trained staff to deliver and transfer implementation knowledge.
* Executed web reporting on dashboard environments for power utilization and grid activity.
* Created data marts and back end workflows supporting the web service environments.
* Worked on a proof of concept for payment optimization.

**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:**

* Installation and re-installation of software.
* Updates for new versions of the software.
* Corrections to the use of the software.
* Modifications to reports.
* Assessment of reporting options.
* Adjustment of systems to local law needs.
* Support via telephone at the level required by the customer.
* IT support for software integration.
* Training of support staff.
* Administrative assistance in the creation or elimination of users.
* Assistance in the use of software.
* 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.
* As needed support to 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-determined business hours and for regular issues (Low and Medium), the resource will be assigned within one business day.