

# Application Story



## APOGEE ANALYTICS LLC

Apogee Analytics, LLC is a market research and consulting firm providing in-depth marketing services and solutions to measure clients' internal performance and market penetration challenges.

### Situation

- Needed analytic platform for developing Business Performance Monitoring, Marketing Effectiveness and Customer Analysis applications for their clients

### Insightful Solution

- Selected S-PLUS® because it offers the best analytical tools available

### Results

- Accurate, confident results
- Powerful visualization capabilities
- Depth and breadth of analytics to solve company's most challenging customer-facing problems

## Company Overview

Apogee Analytics, LLC is a market research and consulting firm providing in-depth marketing services and solutions to measure clients' internal performance and market penetration challenges. Key to Apogee's work and reputation is their ability to forge extremely close relationships with clients, to work within the client's existing culture to deploy analytic-based solutions to access, analyze and provide valuable information to optimize internal performance and improve the effectiveness of market penetration strategies. Apogee's clients include: **SBC/California and Nevada, Verizon, SNET, Monadnock Community Hospital, and World Women's Banking** who use the company's services in a variety of applications ranging from improving customer experiences during call center transactions to benchmarking management strategies against real-world performance.

## The Challenge

Apogee analysts must develop robust analytic applications tailored to each client. "In our business, each client application is unique," said Terry Gleason, principal at Apogee Analytics. "We need analytic solutions that are flexible and extensible so we can quickly prototype and integrate new analysis into client solutions as market and needs change. Further, we're in the information business—providing our clients with mission-critical insight into their business operations and performance. Our company relies on proven, high-quality analytic software to ensure the information we transfer to our clients is accurate, so our client's can make actionable decisions with confidence."

Specific examples of Apogee's work include the design and monitoring of business performance metrics and standards. Apogee also conducts analyses of performance used for service improvement initiatives for major telecommunications companies. They also develop measures of customer satisfaction, construct models of the key drivers of customer ratings, and suggest improvement programs to produce effective performance. They also develop systems for setting objectives used for management compensation.

## **The Strategy**

Gleason was interested in selecting analytic software that could deliver both traditional and cutting edge analytics to his clients. “S-PLUS offered the depth and breadth of analytics we needed to develop customized analytic solutions,” said Gleason. “Insightful had been developing innovative analytic solutions for more than 16 years to leading Fortune 1000 companies, so we were confident they understood the analytics business.”

## **Key Benefits**

For Gleason, S-PLUS provides comprehensive visualization and analysis capabilities he required to serve the reporting needs of his clients. For one telecommunications client, the software’s exceptional visualization techniques allowed Gleason to explore the structure of the data collected from customer service interactions to determine if the quality of service rankings were aligned with real-world experience. Gleason was able to identify issues in the data quickly and make changes as necessary.

For a telecommunications provider, the analytic capability of S-PLUS allowed Gleason to run simulations of different measurement plans to proactively improve operations within the context of regulatory requirements. Running what-if scenarios using the best analytical tools available allowed Gleason to save his client millions of dollars by helping them to predict future performance and avoid elements of the measurement plan that would have been extremely costly.

“We selected S-PLUS because it offers the best analytical tools available. Our clients rely on the accuracy of our results to make important business decisions, so we needed to be confident that our results were statistically accurate. S-PLUS gives us that confidence,” said Gleason. “Plus, we’re able to access, analyze and report information in a single environment. This really improves our productivity and reduces our chance of introducing errors into our work.”

## **Applications**

- Exploratory Data Analysis
- Visualization
- Data Analysis

## **Products**

- S-PLUS®