MACC's Marketing Reports

In today's telecommunications environment, the ability to effectively market products to your company's customers will play a key part in its long term success. With marketing's crucial role in mind, MACC's products have a wide variety of available reports to assist our clients in their efforts to sell products and services.

MACC's marketing reports make it easy to target the right audience in your service territory.

Client Relations Management - CRM

With Customer Master, your company can now record all of the contacts an employee has with your customers with our CRM module. There is a virtually unlimited number of ways you can use this module to improve your customer satisfaction levels. With user-defined fields, you decide what contact information is collected. For example, you can track customer retention trends, types of contacts and results, and even use the module to help up-sell services. Our CRM functionality also offers an easy and reliable way to record when your customers were notified of important regulatory issues, such as CPNI and delinquent notices. Best of all, reports can be generated based on the information contained within the CRM section for export to Microsoft Excel.

Assigned Services

One of the most popular reports is the Assigned Services Report. It displays the number of accounts having a specific USP code or bundled services.

Ad-hoc Reporting

Ad-hoc reporting provides the user the capability to generate and save your own reports. Once reports are saved as templates, they can be executed again changing the filtering criteria to generate the same report for the new criteria, or to replicate the report previously generated. There are no limitations to the number of reports that can be generated and saved.

Reports can be generated from selected account or billing data currently stored within the Customer Master that is being utilized for existing standard reports.

Churn Reports

One of the most important trends that a company can track is the churn rate for its various products and services. MACC recognized this reporting need and added churn reports to both Customer Master and our web reports solution. Both reporting methods now have the ability to create robust churn reports based on user selected USP codes over specific date ranges.

You can track churn rates for all of your products and services and easily identify new or disconnected accounts. Whether you need to see the big picture for long-term trends, or to find individual customers for personalized retention efforts, our churn reports can help.

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