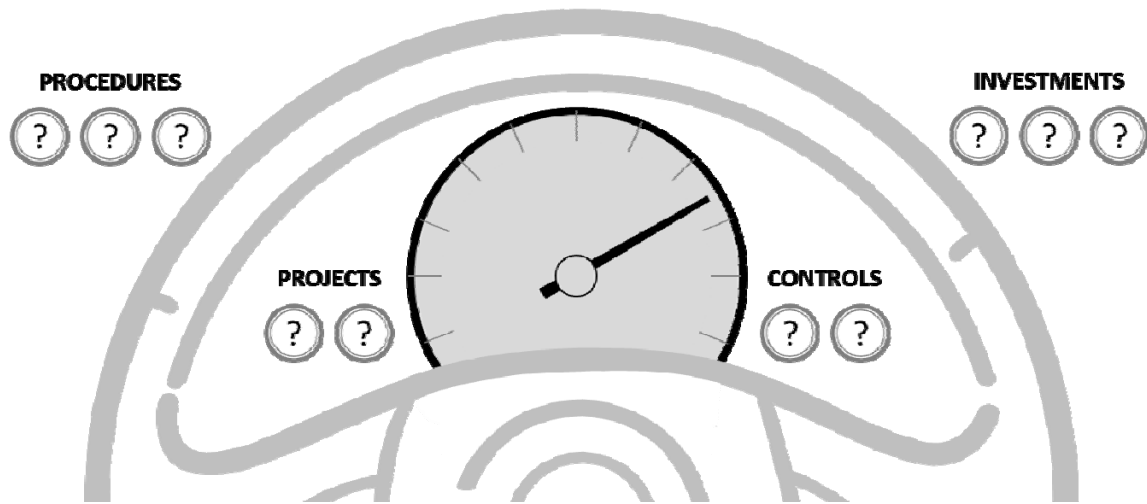


# Applied Analytics – linking cost and performance

Some costs improve performance. Some costs don't. Know which.

# TrinityHorne.

www.trinityhorne.com



## All of these activities are costly, but which ones *really* drive your performance?

### INTRODUCING APPLIED ANALYTICS

Linking cost and performance in a meaningful, quantitative way is not easy.

You draw clues from the data and expertise at your disposal, but these clues are often vague and contradictory – leading to uncertainty and frustration.

There are many reasons for this.

The reports you use represent a dilution or interpretation (or even a corruption) of the underlying data – and many potentially important data sources have no reports at all.

The experts you most depend on have deep subject knowledge, but a narrow focus. Canvassing multiple experts provides multiple perspectives – but not the broad, cohesive view you really need.

There is a better way. We call it Applied Analytics.

At its heart is a powerful suite of statistical analysis and modelling tools – but the process disciplines and real-world pragmatism that support it are just as important to its success.

### THE APPROACH

We work with your experts to identify all of the factors and variables that might influence your goal. Then we capture all available raw data – not just the well-formatted and well-known datasets, but also the poorly-formatted and little-known local records and files that provide rich additional insights.

We bolt these extracts together into one large dataset before we do any analysis. This ensures that all variables are analysed within their proper context – which is the only way to have confidence in the outcome. We also analyse the lowest level of raw data available – which enables a much richer analysis.

Both the consolidation and the low-level multivariate analysis require specialist knowledge, skills, tools and experience – which is why most businesses cannot do this work alone. But your SMEs are critical to the process. We work closely with them in a small core team throughout the project – they provide the knowledge required to identify & obtain the best data, and to validate the analysis findings.

The project outcome is a clear, cohesive, agreed picture of the critical drivers associated with the chosen business performance goal – whatever it may be – and a mathematical model of the specific, quantitative impact of each of these drivers.

It is, of course, an imperfect process – limited by the quality and completeness of the available data and knowledge. But we're not seeking perfection. We're seeking the best possible insight and the clearest possible guidance – and that's what we deliver.

We have employed this approach with great success in several major client projects:

- Identifying the most cost-effective investments for a telco client, and quantifying the critical fault drivers
- Pinpointing the most important maintenance activities for a cable operator
- Determining the agent behaviours that have most impact on customer satisfaction in a contact centre

*Please contact us to explore the application of our Applied Analytics capability to your specific business needs.*