

Customer Stratification Overview

BisTrack 6.0 and higher makes use of an updated Customer Stratification function. This function helps you organize your customer accounts to better guide your go forward strategies. Pick the topic and I'll go into more detail for you!

Topics

- Customer Stratification

Customer Stratification

In BisTrack 6.0 and higher, Customer Stratification gives you an easy way to group and analyze your customer data. This helps you make better decisions to guide strategies.

BisTrack uses Metrics set by an administrator to look at a customer account's historical data and assign a grade to them.

You can evaluate customers by 37 different metrics including things like Total Sales, and Margin.

Once your administrator sets up the metrics, BisTrack can consolidate the account's grades into a single customer rating that gives you an at-a-glance understanding of your performance with them.

On top of the ratings, you can also see how customers trend over time. This helps you keep an eye on details that you might otherwise miss.

Customer Stratification empowers you to identify problem areas and gives you the visibility to identify what to address in your go forward strategy!

Assessment

Select all options that Customer Stratification helps to identify. Press Confirm when done.

Go Forward Strategies CORRECT

Customer Trends CORRECT

Problem Areas CORRECT

Customer Ratings CORRECT

Select all that apply and press confirm.

Customer Stratification helps identifying all of the listed areas:

- Go Forward Strategies
- Customer Trends
- Problem Areas
- Customer Ratings

Results

Pass: Good work! You see how Customer Stratification can benefit you!

Fail: I'm sorry, you missed something... Select the Home button to return to the Menu and review the course.
Choose Show Us what You Know when you're ready to take the quiz again.

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Corporate Office

804 Las Cimas Parkway
Austin, TX 78746

USA

Toll Free: +1.888.448.2636

Direct: +1.512.328.2300

Fax: +1.512.278.5590

Latin America and Caribbean

Blvd. Antonio L. Rodriguez #1882 Int. 104

Plaza Central, Col. Santa Maria

Monterrey, Nuevo Leon, CP 64650

Mexico

Phone: +52.81.1551.7100

Fax: +52.81.1551.7117

Europe, Middle East and Africa

No. 1 The Arena

Downshire Way

Bracknell, Berkshire RG12 1PU

United Kingdom

Phone: +44.1344.468468

Fax: +44.1344.468010

Asia

238A Thomson Road #23-06

Novena Square Tower A

Singapore 307684

Singapore

Phone: +65.6333.8121

Fax: +65.6333.8131

Australia and New Zealand

Suite 2 Level 8,

100 Pacific Highway

North Sydney, NSW 2060

Australia

Phone: +61.2.9927.6200

Fax: +61.2.9927.6298