



CX-Analytics and SAS collaborate to develop joint solution for collections management

FRANKLIN, TN – October 3, 2014 – CX-Analytics, a software developer specializing in analytic value management solutions for the financial services industry, announced a joint software solution for financial service account collections with SAS, the leader in business analytics software and services. The product, CX-Analytics Management Analytics for Collections, will leverage SAS technology to analyze and deliver a comprehensive management information solution for financial account collections. The solution enables organizations to optimize collections strategies, agent utilization, outbound call effectiveness and regulatory compliance.

CX-Analytics Management Analytics for Collections integrates and analyzes data within all new and existing source systems across an organization to identify and measure the root causes of collections performance. By applying industry-leading data warehousing and visual analytic technologies from SAS, financial organizations will receive information about their data to identify changes in performance, enabling management to drive continuous improvements in workflows and strategies.

“Management Analytics for Collections, powered by SAS, leverages the world’s leading business intelligence technology and CX-Analytics’ industry collections expertise to deliver a world-class analytic solution for financial account collection operations. Double digit gains in productivity and effectiveness can be delivered through this new, leading-edge solution from SAS and CX-Analytics.”

CX-Analytics has partnered with SAS since 2007, and in September 2013 entered into a new agreement to develop and market Management Analytics for Collections globally.

ABOUT SAS

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps customers at more than 50,000 sites improve performance and deliver value by making better decisions faster.

ABOUT CX-ANALYTICS

CX-Analytics specializes in the science of creating business intelligence from complex data and processes through its specialized analytic software applications and expert advisory services. CX-Analytics staff brings decades of experience and a track record of success in the cards and loans industry. Our clients include global financial organizations with diverse commercial and consumer account portfolios. CX-Analytics is a privately held company, founded in 2007 by Keith Coulter. CX-Analytics is located in Franklin, Tennessee and also has an office in Bangkok, Thailand.

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