




CALL ORDER RANKING

BUSINESS RULES

	TASK COMPLETED LIVE CONTACT
	LEFT MESSAGE/EMAIL WITH CUSTOMER
	ACCOUNT VALUE ¹

DATA SCIENCE

	MAGNITUDE ²
	RESPONSIVENESS ³
	LATENCY ⁴
	POTENTIAL CALL VALUE ⁵
	ACCOUNT SCORE

	A COMPANY CALL ORDER #1	B COMPANY CALL ORDER #2	C COMPANY CALL ORDER #3	D COMPANY CALL ORDER #N/A
	N/A	N/A	N/A	Made Live Contact last 14 days
	N/A	N/A	N/A	Left 4+ VMs/Emails in span of 30 days
	High 0.8	Med 0.6	Low 0.3	N/A
	Med 0.6	Low 0.3	Low 0.3	N/A
	High 0.7	Low 0.2	Med 0.6	N/A
	Med 0.5	High 0.9	Low 0.3	N/A
	Low \$200	Med \$700	High \$900	N/A
	#1 34	#2 23	#3 15	N/A

Call Order Logic = Business Rules + Data Science

Business Rules: used to determine recent contact with an Account and if applicable will negate Call Order ranking

Data Science: calculates account attributes such as Account Value, Magnitude, Severity, Responsiveness, Latency and Potential Call Value

Account Score = Account Value * Magnitude * Responsiveness * Latency * Potential Call Value

Call Order Ranking: accounts are ranked based off highest to lowest Account Scores

¹Account Value: Average account spend, compared to the rest of the population

²Magnitude: Likelihood/extremity of the account characteristic (e.g. extent of decline or likelihood to churn), compared to the rest of the population

³Responsiveness: Likelihood of account making purchase within 14 days of live contact, compared to the rest of the population

⁴Latency: Time elapsed since last live contact, compared to the rest of the population

⁵Potential Call Value: Projects the revenue gained over the next 30 days given that the account is acted on