Assume that you are a regional service manager for an organization engaged in the manufacture of specialty customer goods. Here are some facts about the below customer service executives in the organization who report to you.

**RAVI**: He has spent 6 years with the company. Every month he makes on an average 80 service calls and is able to convert 50% into business. His average business value is Rs. 6000 per call. From the company’s record, it is found that he has displeased 8 customers in the last one year. The satisfied customers have rated his skills in handling complaints as extraordinary.  The customers perceive his communication style as pleasant. **KRISHNA**: He has spent 4 years with the company. Every month he makes on an average 120 service calls and is able to convert 30% of them into business. His average business value is Rs. 9000 per call. From the company’s record, it is found that he has displeased 12 customers in the last one year. The satisfied customers have rated his skills in handling complaints as moderate. The customers view his communication style to be lacking warmth. **RAMESH:** He has spent 4 years with the company. Every month he makes on an average 100 service calls and is able to convert 25% of them into business. His average business value is Rs. 7000 per call. From the company’s record, it is found that he has displeased 6 customers in the last one year. The satisfied customers have rated his skills in handling complaints as moderate. His communication style is perceived by the customers to be a bit irritating due to repetition of the same item. **ANTONY:** He has spent 5 years with the company.  Every month he makes on an average 90 service calls and is able to convert 50% of them into business. His average business value is Rs. 9000 per call.  From the company’s record, it is found that he has displeased 10 customers in the last one year. The satisfied customers have rated his skills in handling complaints as average. His communication style is viewed by the customers to be commanding and directing.

**Question:** Using Analytics in a heuristic manner, request you to analyze among these men, who should be promoted.