



Cost to Serve & Profit to Serve

Direct your resources toward your most valuable customers.
Measure spending in detail with **Cost to Serve**, and maximize company profit with **Profit to Serve**.

$\text{PROFIT?} / \text{COST} = \text{PROFIT?} / \text{COST} > \text{PROFIT?}$

COST

PROFIT



Capabilities



Current Sales Point Profitability

Calculating profitability from a sales perspective by identifying all associated costs for existing sales points.



New Location Cost Estimation

Determination of all relevant costs from a sales perspective for newly planned sales points, such as stores, branches, or regional outlets.



New Location Revenue Forecasting

Dev. of revenue prediction models for newly planned sales points to estimate potential income and calculate expected profitability.

Why Choose Our Solution?

Cost Transparency:

Makes hidden costs in service processes visible, providing a clear understanding of how much each customer or product truly costs.

Profitability Optimization:

Enables you to analyze actual profitability and redirect resources toward the customers and products that deliver the most value.

Operational Efficiency:

Identifies cost-intensive areas, helping you improve operational processes and optimize resource utilization.

Data-Driven Decisions:

Enhances the accuracy of strategic decisions through data-based analysis, reducing the risks associated with intuition-based approaches.

