

**lucemio<sup>SM</sup>**   
Outsourcing Solutions

# lucemio

helps you to determine which markets to compete in so that you can increase ROI.



Increasingly competitive markets now require that your understanding of channels, territories and key demographics be superior to that of your competitors. You also need to be ahead of the product life cycle curve so that you can better predict potential customer responses to product features and marketing campaigns. If done correctly, this positions you to win and to maximize marketing ROI. That's a lot that you do in addition to pricing strategy, managing product portfolios and working with the CXO in formulating strategy, but lucemio can make it all a lot easier for you.

Here are just a few ways we can help you to understand your markets and products:

- Spot and understand trends
- Create targeted marketing campaigns
- Track performance of marketing campaigns
- Understand customer response and purchase behavior
- Cluster analysis by key demographics
- And, many more analytics...

# BPO

# Benefits & Process



# Key Benefits

## Improved Outcomes

Our BPO helps you to easily **resolve blind spots** within your business processes by **increasing visibility** in key business areas.

## Competitive Advantage

The ability to **flex your resources up or down** **augments your cost structure** while ensuring you **receive actionable analytics and reports**.

## Improved ROI

Our BPO leverages global talent managed from the United States to **assure you quality, compelling economics and improved ROI**.

# Core Process

## Build

We'll **agree on the frequency and deadlines for the deliverables to be transferred to us** and outline the requirements for each of those deliverables.

## Access

We'll work with you to **ensure that we have secure access to the datasets** that we need to be able to perform our manual analysis on your behalf.

## Retrieve

Once completed you'll **retrieve your deliverables** from your own system or our secured storage Cloud **and sign-off** on those deliverables.

**Help your Marketing team outperform**  
with our customized BPO solutions.



# Are you ready to outperform?



**Email Us**  
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Click above to request  
**Free Consultation**



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