



REVENUE DATA ANALYTICS & USAGE

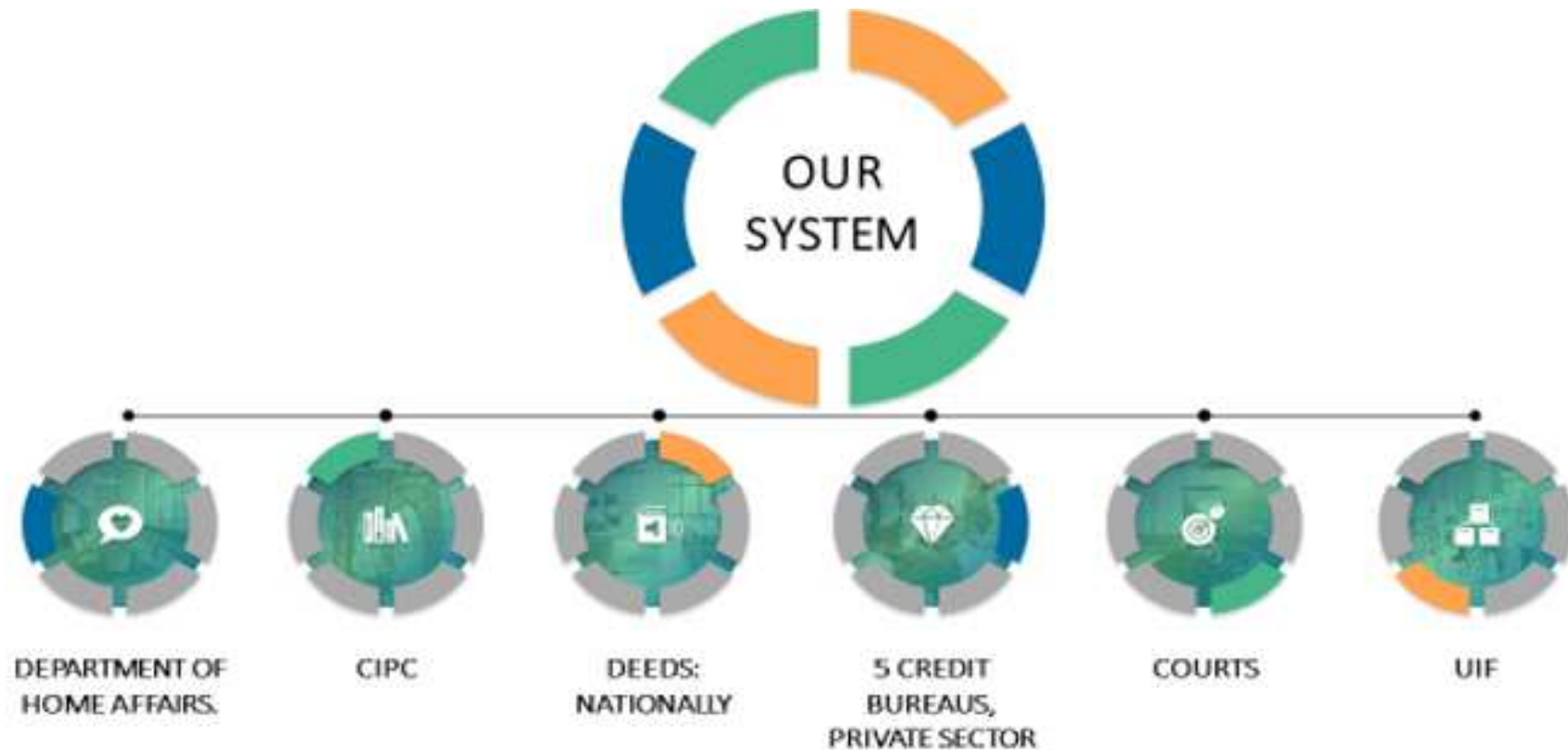
PRESENTER: MS. PUMLA MAPHISA

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Who we are.....

- A company specialising in Data Mining and Predictive Analytics
- Provide a consolidated data platform



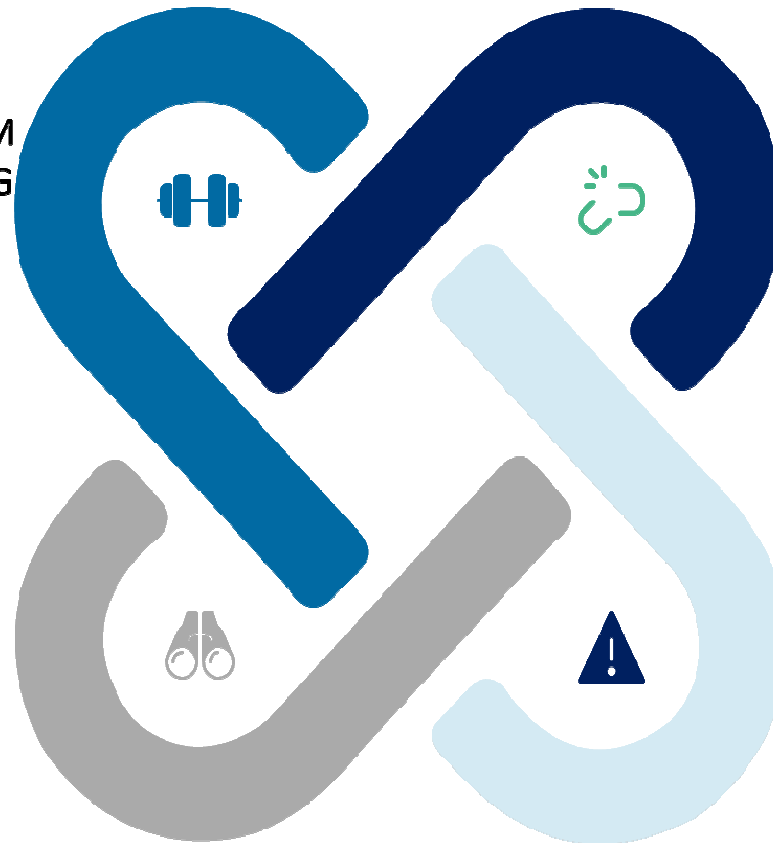
Our Municipal offering encompasses.....



-DATA VERIFICATION SYSTEM
(REVENUE DEBTOR TRACING
& SCM DUE DILIGENCE)

-CREDIT BUREAU DATA

POLICY AND
STRATEGY REVIEW



CUSTOMER/
EMPLOYEE
SATISFACTION
SURVEY

INDIGENTS
MANAGEMENT



Data analytics defined:-

The process of examining [data](#) sets in order to draw conclusions about the information they contain, increasingly with the aid of specialized systems and software. Data analytics technologies and techniques are widely used to enable organisations to make more-informed business decisions.

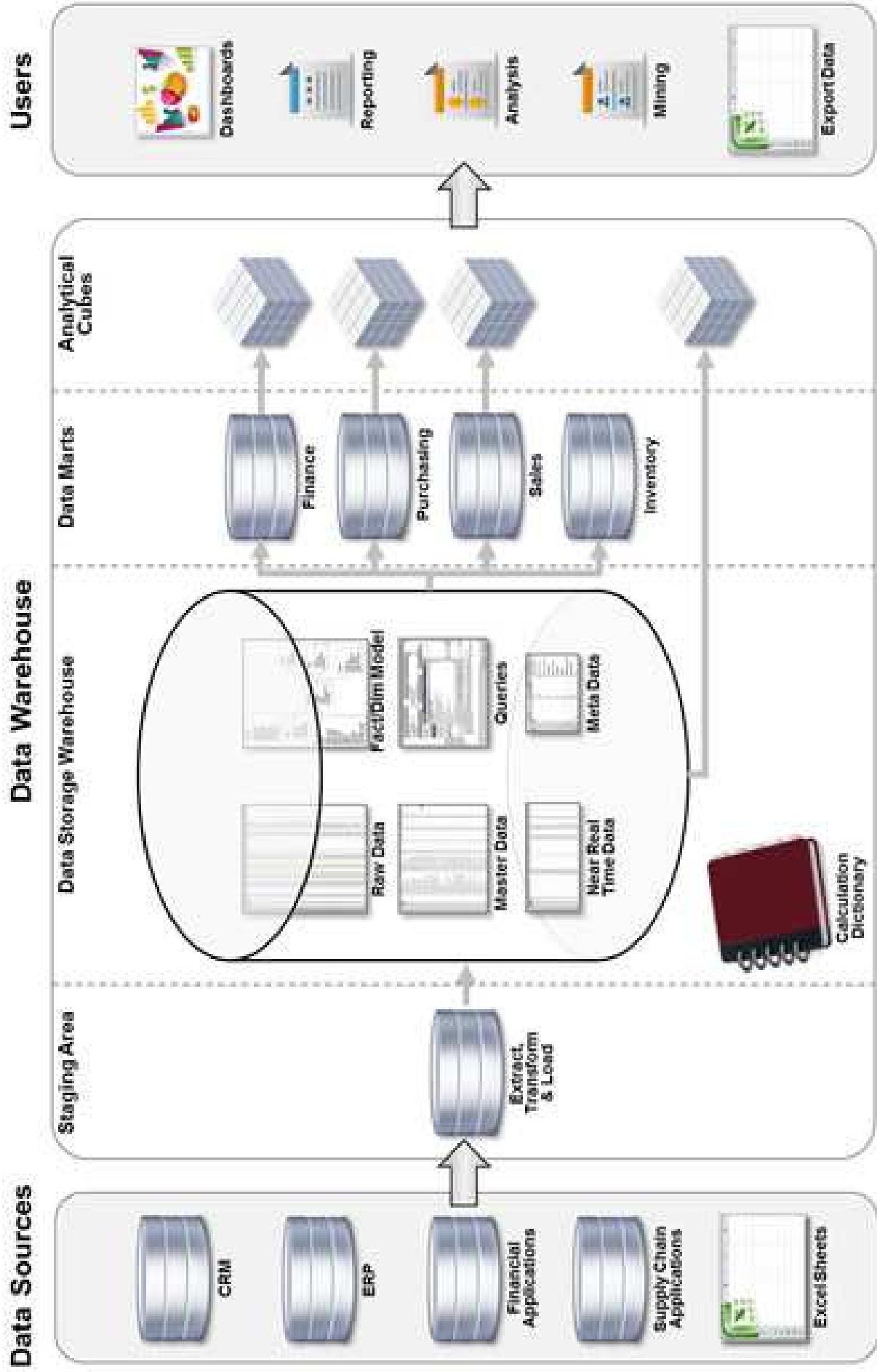


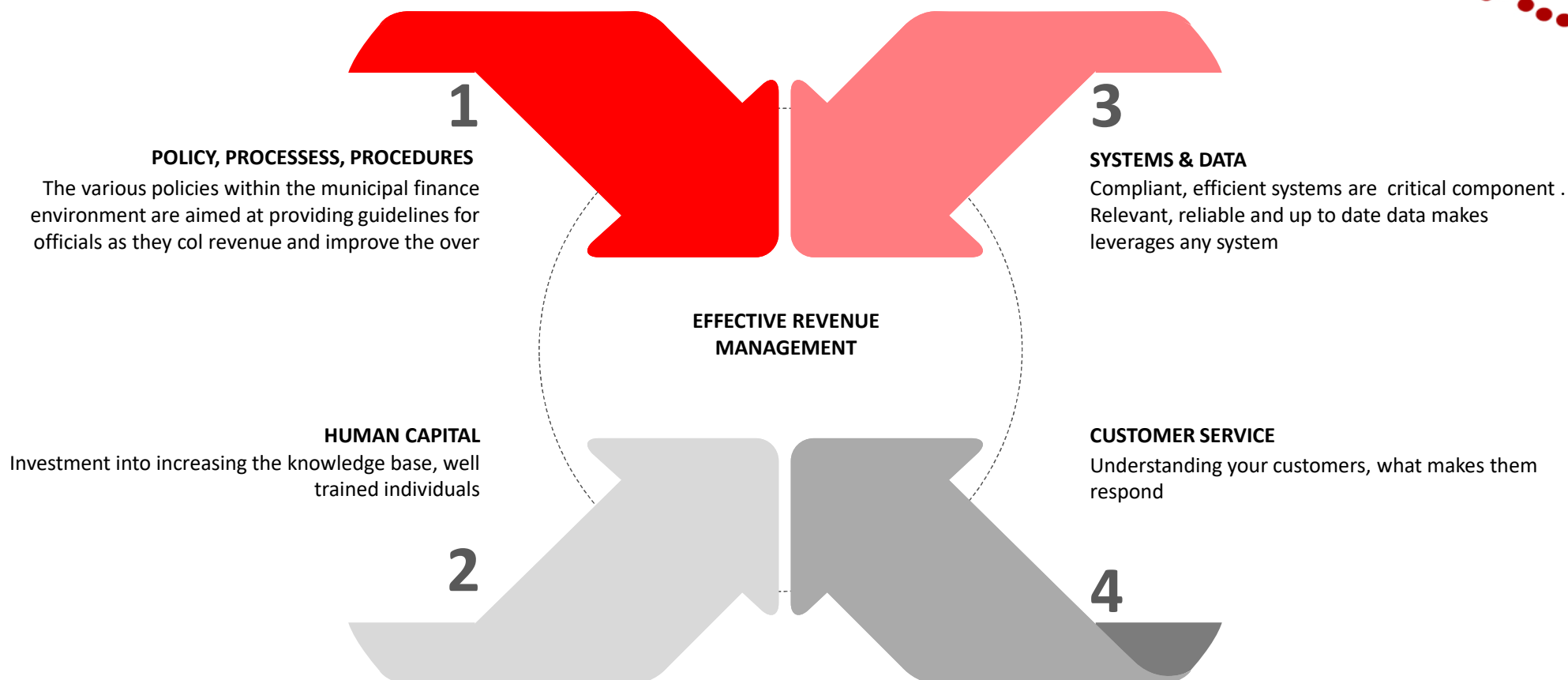
Data analysis refers to the process of compiling and analysing **data** to support decision making, whereas **data analytics** also includes the tools and techniques use to do so.

Analysis of data that municipalities have, as well as data from external sources, will enable them to improve resource management, develop new revenue streams and clamp down on fraud and corruption in internal processes

Data analytics initiatives help

- increase revenue collections,
 - improve operational efficiency,
 - optimize campaigns and customer service efforts,
 - respond more quickly to queries and gain a competitive edge over rivals
-





Revenue Chain



4 stages of our analytics process



Reactive Analytics:

- Collect data about customers from multiple data sets, and alerting decision makers to problems.

Descriptive Analytics:

- Uncover patterns and trends. Through visibility into actual operations, you'll start to understand current situations, see where problems are occurring, and know where to focus your attention. E.g. non payment

Diagnostic Analytics:

- Start recognising the value of your data, leverage and share amongst departments, cross municipal borders etc. E.g. New customer take on (existing profiles shared)

Proactive Analytics:

- Evaluate the situation to see what new revenue can be generated by converting an analytics platform/ results into a new revenue streams or embedding analytics into systems and process. E.g. Identify revenue gaps.

Application within Municipal Revenue Space



Data Enrichment:-

- Identify correct customer, correct customer type
- Link correct property to correct customer
- Reach the customer- return mail, reduce the cost of communicating to your customers
- Affordability assessment
 - Impacts Impairment and/ write offs recommendations
- Deceased Indicator
- Customers that have business interest
- Low hanging fruit for collection
 - Employees of state
 - Municipality's own staff and spouses
 - Business and commercial clients

Application within Municipal Revenue Space



Data Authentication:-

- Overlay with external data sets i.e. Home Affairs, Private Sector data, Credit Bureau Data, Deeds
- Interlink internal data sets e.g. Human Resources, Indigent Register, Supplier and respective directors
- Quantify arrangements made by debtors
- Authenticate addresses where statements are sent against National Address Database – reduce return mail
- Good quality data at the right time reduces the COST OF COLLECTING
- Debtor viability- which debtors to write off and why ?

Data Analytics impact on:- Credit Control



- The correct Debtors ID number is provided,
- The latest available contact number, email etc.
- Latest employment status
- Deceased debtor indicated- different credit control approach required
- Debtor information kept up to date and relevant
- Change in property ownership – immediate (live link to Deeds)
- Affordability of Debtor towards existing debt – should the debtor be Indigent for example, how are they performing with their other debt

Data Analytics impact on:- Indigent Management



- Authenticate Beneficiaries at application stage
- Align with policy requirement
- Authenticate Income capabilities of applicant
- Authenticate property ownership at a National Scale
- Identify trends, movement and activities in the private sector to support a decision to approve or decline



Data Analytics impact on:- Customer Service



- Run impactful campaigns
- Communication developments directly with customers
- Link to IDP and/ outreach programs
- Understand priority areas as they directly impact on revenue collection e.g. Customers not paying on time because of limited payment channels





Relevant, reliable and up to date data is the backbone to Revenue Chain efficiency.

The chain is only as strong as its weakest link.

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