## ABC Data and EMP Slope Equivalence



## CAM-I ABC Example

ABC Data and IEO Stope Equivalence

4
Calls per campaign


Predictive logic diagram for an outbound call center. Its all about resources, activities and cost assignments

This example is taken from CAM-I's The Closed Loop,
Hansen \& Torok, 2004


## Campaign

 revenueHours per month for a rep


Other campaign expenses

- General mgr
- Supervisors
- facility lease
- telcom
- Sundry

CAM-I ABC Example

$=$ rep cost $/$ campaign
$=$ cpc $\times \operatorname{rcr}(=\mathrm{hpc} / \mathrm{hpr}) \times \mathrm{ca}(=\mathrm{dpr})$

Quantifying, slope $=$ rep cost/campaign
$=(100 k \times .167) / 1500) \times \$ 50 k$
= \$555k/campaign
= slope of the IEO cost function curve


