

Customer satisfaction tracking for *action*

Customer satisfaction is one of the most commonly used measures of business health. But how satisfied is "satisfied"? Will the customer repurchase and recommend? What are we doing that damages our customer relationships? And how do we get the voice-of-the-customer to the front line, where it can be acted upon?

ValueTrack answers these and other questions. ValueTrack is Evaluate's market leading system for tracking customer satisfaction and loyalty with the emphasis on *action*.

ValueTrack provides continuous measurement of customer engagement. We investigate satisfaction, purchase and recommendation intentions and emotional connections. To aid improvement, we give diagnostic insights into the causes of these outcomes. We deliver customer feedback to people who can act on it.

Effective design

Like all well designed tracking systems, ValueTrack enables you to:

- Track satisfaction with the overall brand relationship and/or with specific transactions – sales, visits, inquiries
- Reach your customers with ease using phone, mail, on-line or other survey techniques
- Change your questions easily as your circumstances change
- Benchmark your results within your own organisation and within our extensive database
- Set targets and report performance against them
- Conduct multiple surveys simultaneously, customised to customer touch-points
- Keep costs down with Evaluate's streamlined set-up and ongoing processes and concise surveys

The Evaluate difference

Organisations with an advanced approach realise that the purpose of customer satisfaction measurement is to identify areas for improvement. Management moves from simply measuring customer satisfaction to using the data collected for making decisions. They have less concern about reporting high satisfaction scores and more interest in identifying deficiencies. For this reason, it is more accurate to characterise these efforts as *dis/satisfaction* measurement. Further, a serious effort is made to justify customer-perceived performance in terms of bottom line results. The emphasis moves to measuring and increasing customer value, beyond customer satisfaction.

Evaluate leads the way in advancing understanding of customer satisfaction, loyalty and value. Our methods and our tools, like ValueTrack, are directed to assisting our clients to identify specific initiatives they can act on, with measured bottom line consequences.

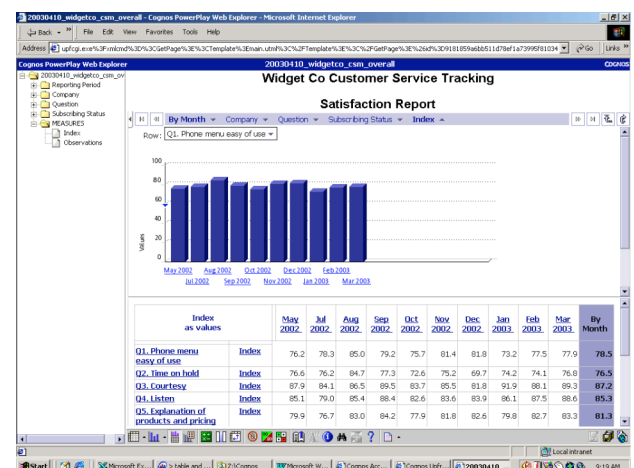
A great strength of ValueTrack is its reporting...

Reporting for action

Management and front line staff receive reports and analyses that are customised to them, timely, easy-to-use and actionable.

Users can "slice and dice" their data across multiple dimensions including business units, time, products, customer segments, and customer value drivers.

This is achieved using Evaluate's advanced and proprietary performance management database, Lumina™, coupled with Cognos business intelligence software deployed to end users over the web.



Customer@Risk reporting

We understand that surveying your customers involves us in the customer relationship.

Surveying a dissatisfied or frustrated customer and ignoring their concerns causes damage. ValueTrack's Customer@Risk reporting promptly delivers the customer's specific feedback, with their consent, to staff who can act on it.

Balanced scorecarding

Beyond customer metrics, Evaluate's Lumina system supports more comprehensive balanced scorecard reporting across the business and from top to bottom.

Next steps

For further information contact Wayne Croker on 02 9006 9006 or visit www.evaluate.com.au.