



# Customer Feedback Audit

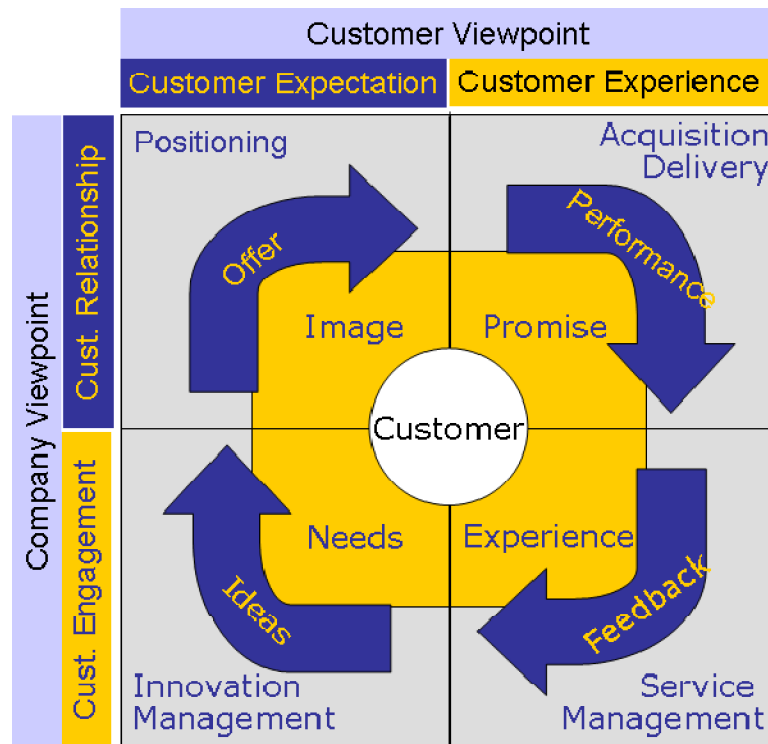
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Evaluating your Customer Centricity and  
Organisational Responsiveness



# Relevance

## Engaging customers for sustainable business development



- ▶ Feedback is the basis for:
  - ▷ Performance Improvement
  - ▷ Product/Service Innovation
  - ▷ Customer Loyalty Management
  - ▷ Brand Positioning
- ▶ Feedback processes are not managed across all functions
  - ▷ Inefficient collection
  - ▷ Questionable relevance
  - ▷ Limited accessibility
  - ▷ Missing actionability

What is the level of transparency on cost / benefit of your feedback processes?



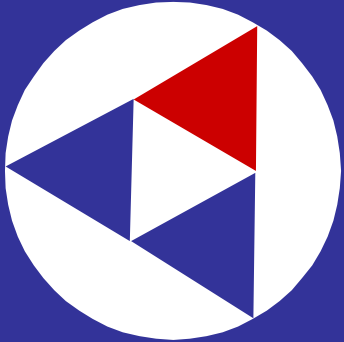
# Benefit

Ensure professional management of a key resource:

	Resourcefulness	Agility	Sustainability
Objectives			
Content	Collection Analysis Response	Cycle Time Impact Relevance	Processes Communication Infrastructure
Results	Efficiency Potential	Competitiveness Potential	Competence Potential
Effort			

**QuickScreen:** 8 -15 days  
Limited/Full Analysis: depends on scope

Can you afford not to professionally manage your customer feedback?



**wilfriedmanhart**  
customer excellence management

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## Experience you can trust

International direct sales, marketing, service and business development know how acquired in 15+ years of high level line and staff positions with a Swiss premium brand manufacturer in the building supplies and industrial maintenance industry.

### **Strategic Development**

- Service Strategy
- Business Unit Strategy
- Business Modeling
- E-Business Strategy

### **Marketing Management**

- Industrial Segmentation
- Multi-Channel Pricing
- Innovation Management
- Customer Research

### **Operations Management**

- Worldwide Repair Operations
- Direct Sales Management
- Service Design & Roll-out

### **Sales Management**

- Key Account Management
- Sales Channel Development

### **Controlling & Finance**

- Customer Profitability
- Key Performance Indicators
- Portfolio Management
- Recognition Systems

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