

# reACT

Customer Response Management

“How to make your most important customers  
even more valuable”



## EVIDENCE

- A recent survey among 362 CEO's reveals, that
  - 96% of CEO's consider their company focused on customers
  - 80% of them claim, they deliver superior customer experiences
  - But only 8% of their customers agree!!
  
- CEO's have distorted views, because their customer satisfaction index tells them, that more than 80% of customers are satisfied
  
- What it does not tell you, is that...
  - Only 10-20% of satisfied are „FANS“, will stay loyal and recommend you to others
  - For the rest „satisfied“ means pretty much „indifferent“
  - „FANS“ can produce up to 5 recommendations per year
  - You need 3-5 „FAN“ recommendations to equalize one negative comment
  - Only 10% of „Dissatisfied“ ever complain or express their dissatisfaction
  - 70-80% of „Dissatisfied“ could be recovered with immediate recovery efforts



## SOLUTION

### Customer Response Systems instead of Satisfaction Surveys:

- Up to 60% feedback rate
- Permission-based identification
- Short, but decisive questioning
- Hours/days after service
- Segmentation into „Fans“ & „Dissatisfied“
- Recovery attempt for „Dissatisfied“
- In-depth interviews with „Fans“
- Ratings per service team
- Best practices exchange
- Idea Management
- Statistically significant sample
- Anonymous
- Up to 3 pages of questions
- Weeks/months after service
- Satisfaction data per service category
- Identification of problem areas
- Focus groups/ customer panels
- Ratings per organisational unit
- Justification / blame allocation
- Problem Management

Actionable & timely information instead of aggregated analysis!



# ACTION

Discover the power of FAN economics:



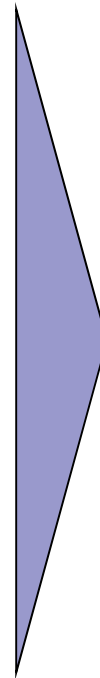
1. Link feedback to performance
  - Introduce scoring model
  - Reduce time to adapt
2. Link performance to FAN generation
  - Improve relevance of service
  - Unleash employee creativity
3. Link „FAN“ generation to Financials
  - Manage customer life-time value
  - Discover FAN economics

Finally, cause meets effect!



## BENEFITS

- Integrating & stream-lining customer feedback processes
- Segmentation of customer base by emotional commitment
- Addressing customers timely and appropriately



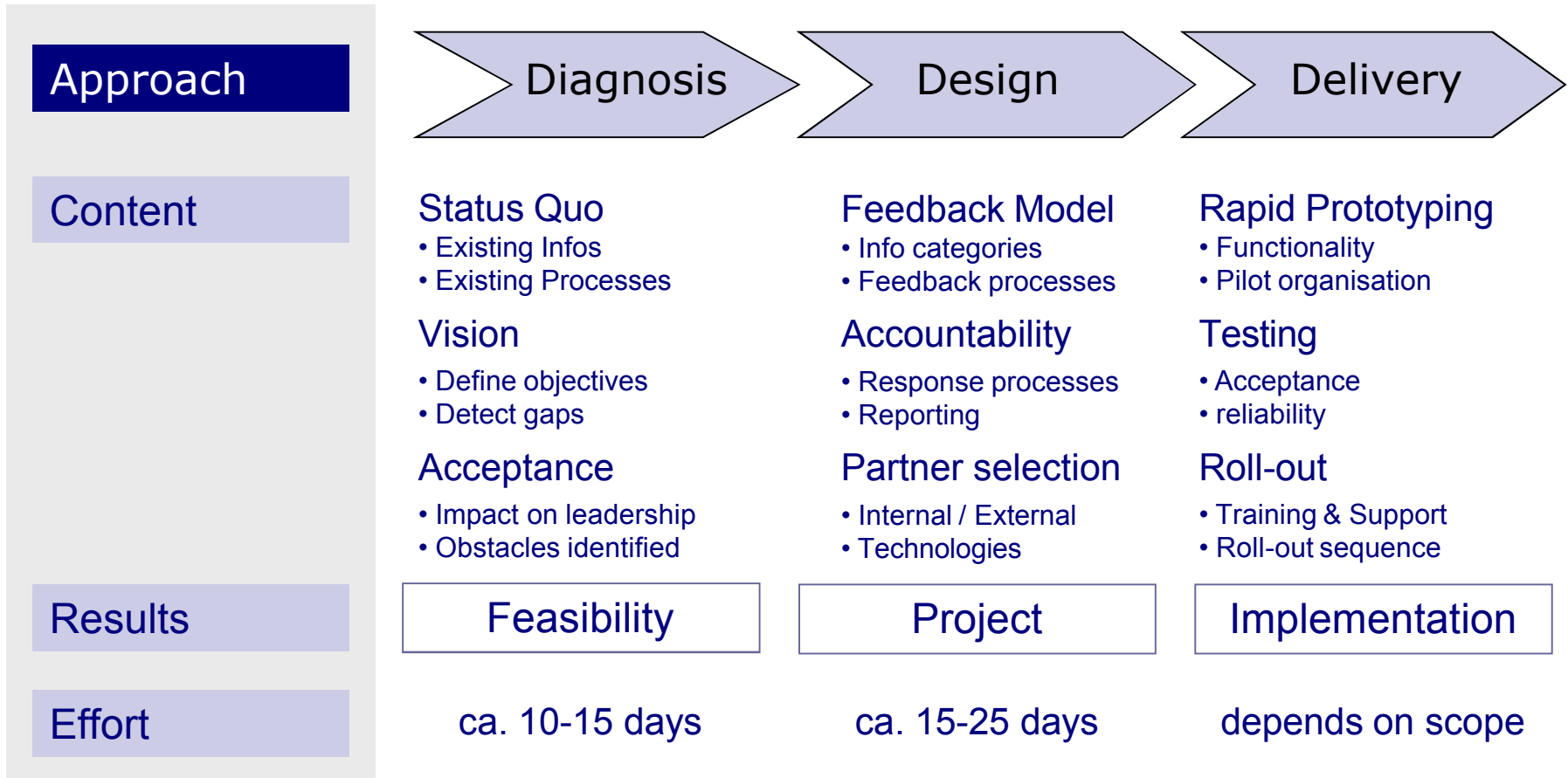
### Effective Loyalty Management

- continuous feedback
- CRM integration
- resourceful actions
- employee-driven improvements

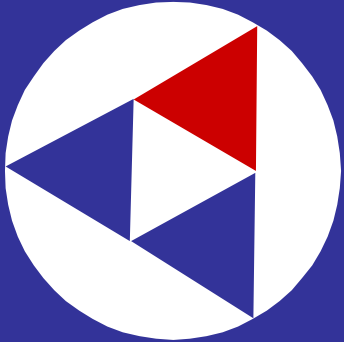
Streamline and integrate feedback processes into CRM



# TYPICAL APPROACH



Relatively small investments with potentially large payback!



**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 serving the construction 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
- Service Marketing

### **Sales Management**

- Key Account Management
- Sales Channel Development

### **Operations Management**

- MRO Operations Management
- Sales Management
- Service Management

### **Controlling & Finance**

- Customer Profitability
- Key Performance Indicators
- Portfolio Management
- Compensation & Reward

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