



Customer Relationship Diagnostic (CRD)

The business intelligence solution helping companies measure, improve and value the health of the customer relationship



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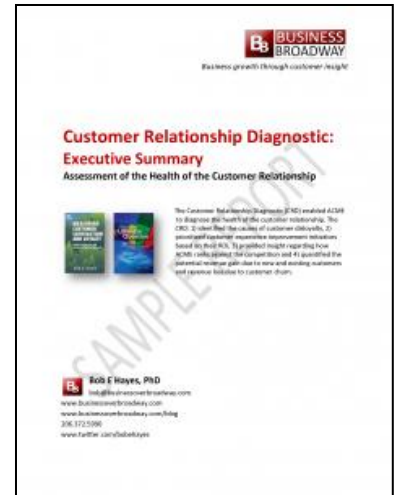
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Customer Relationship Diagnostic

Business success starts with a solid understanding of the health of the customer relationship and knowing how to improve it. A healthy customer relationship relies on you providing your customers a great customer experience. Optimizing these customer experiences ensures customers remain loyal: customers stay, customers become advocates and customers purchase additional products/services.

The Customer Relationship Diagnostic (CRD) is a business intelligence solution that helps companies gain deep customer insight regarding the health of the customer relationship. The CRD will help you:

- Measure critical components of the health of the customer relationship**
 - Customer loyalty
 - Satisfaction with customer experience
- Quantify the monetary value of different types of customer loyalty behaviors**
 - Annual revenue growth through word-of-mouth
 - Annual revenue growth through up/cross-selling
 - Annual revenue at-risk due to churn
- Determine the primary causes of customer disloyalty**
- Select the right customer experience improvement solution(s) that will maximize ROI/Net revenue**
- Understand how your performance compares to the competition and impacts customer loyalty**

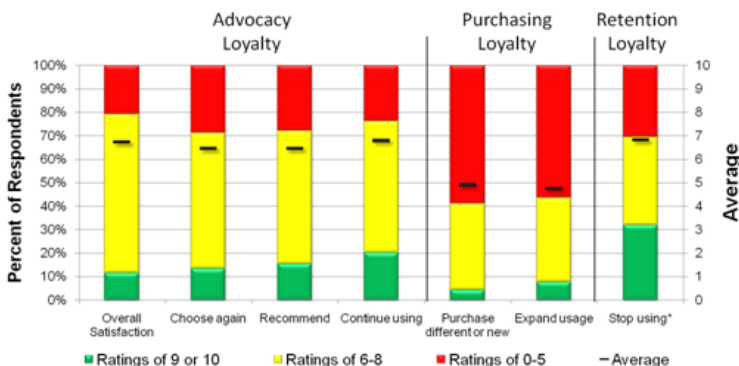


Customer Relationship Diagnostic: Executive Summary - Sample Report

Analysis and Reporting

The CRD employs a web-based customer survey to collect customer feedback. These data, along with your financial data, are analyzed to uncover insights that help with critical business decisions. Key customer metrics include the RAPID loyalty indices (measure the three components of customer loyalty) that that can be integrated into executive dashboards.

Combining the results of the customer feedback with your financial data, the CRD will help you determine the potential revenue gain from



Word Cloud of Survey Responses

both *new* and *existing* customers as well as the potential revenue loss due to customer churn.

The CRD contains easy to interpret graphs that help you interpret and communicate the survey results to all constituencies.

The CRD is a culmination of 20 years of scientific research and practical experience in world class customer-centric companies.

Who Uses the CRD?

Two primary user groups who have used the CRD include: 1) Voice of Customer (VOC) and 2) Investment Professionals.

VOC Professionals

Voice of the Customer (VOC) programs provide a systematic way of collecting customer feedback. The CRD has been incorporated into existing VOC programs, supporting customer experience initiatives to improve customer loyalty. The standardized nature of the CRD allows for trending to determine the effectiveness of your improvement efforts.

Investment Professionals

Investment groups, as part of their due diligence process, evaluate companies on many different dimensions, sometimes overlooking a valuable piece of information. The CRD provides a customer-centric approach at the business valuation of a company. As such, the CRD helps executives understand the value of a company through the eyes of the customers using quantifiable metrics that assess customers' loyalty towards and experience with the company.

	Key Drivers	Hidden Drivers
High Impact	INVEST in these areas. Improvement in these areas are predicted to attract new customers (advocacy), increase purchasing behavior (purchasing) or retain customers (retention)	LEVERAGE as strengths in order to keep current customers loyal. ADVERTISE as strengths in marketing collateral and sales presentations in order to attract new customers (advocacy), increase purchasing behavior (purchasing) or retain customers (retention).
Low Impact	Weak Drivers MONITOR as lowest priority for investment. These areas have relatively low impact on improving customer loyalty.	Visible Drivers CONSIDER as strengths in marketing collateral and sales presentations in order to attract new customers. EVALUATE as areas of potential over-investment.
	Low	High
	Performance	

VoC Professionals

Support your VoC program to improve the customer experience, increase customer loyalty and accelerate growth.


- Use the CRD as *your* VoC relationship survey
- Quantify the value of your VoC program
- Improve the customer experience
- Identify improvement initiatives that maximize ROI
- Track improvement over time
- Use customer-centric metrics in executive dashboards
- Understand where you rank among your competitors

Investment Professionals

Include a customer-centric approach in business valuation to maximize return on investment.

- Identify valuable opportunities others may miss
- Avoid investing in poor opportunities
- Predict annual revenue at risk due to customer churn
- Measure revenue growth due to word-of-mouth (new customer growth)
- Estimate revenue growth due to up/cross-selling (existing customer growth)
- Gain insight into the competitive landscape

For more information about the Customer Relationship Diagnostic, please visit www.businessoverbroadway.com or email Bob E. Hayes, PhD at bob@businessoverbroadway.com.

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