

Retain, maintain and grow your share of wallet of existing customers



INCREASED TURNOVER, PROFIT, MARKET-SHARE

Evalü8r is an Operational Management Tool that enables business to successfully retain, maintain and grow sales from their existing customer base

1. WHAT IS IT ALL ABOUT?

- Useful in Rewards and Incentive Programs
- It is highly effective as a due diligence assessment tool
- It assists in identifying the skills gap and training needs of key people within your company
- Designed to compliment and work in synergy with CRM programs or is as effective as a stand-alone model

CUSTOMER PERFORMANCE MANAGEMENT PROGRAM

6. REPORTS GENERATED BY EVALÜ8R

- EXECUTIVE SUMMARY**: Summary Report and Action Plans completed by management.
- SCORE CARD REPORT**: CSI scorecard measured against Expectations and Threshold. Competitive Comparison. Benchmarked and cubby-holed by classification.
- RESEARCH REPORT**: Groups information-gathering questions such as Yes/ No/ Maybe Questions and Open-ended and Matrix Questions branding/ perception
- PARTICIPANT REPORT**: CSI scorecard per individual respondent measured against Expectations and Threshold. Competitive Comparison. Individual Star rating and Share of Wallet summary.
- STAR REPORT**: 4 Star or 7 Star Report. Customer Relationship and Retention. Identifies Red, Orange and Green Customers as well as their financial risk.
- PARTICIPANTS / CSI REPORT**: Lists most satisfied down to least satisfied customers.
- SHARE OF WALLET REPORT**: Computed value of business that is available or at risk of being lost from existing business.
- RED FLAG REPORT**: Lists customers that are red-flagged for immediate attention. Shows financial risk of all red-flagged customers.
- COMPARISON REPORT**: Tracks performance of company by period, example: Monthly, Quarterly etc.... Ability to compare all previous surveys that have an identical format.
- CLASSIFICATION COMPARISON REPORT**: Benchmarks all classifications that form part of a survey, for example: Region, Departments, Branches, Sales Executives etc.... Performance of each classification is plotted on a leader board against the overall average.

2. BENEFITS

- Allows you to be customer-focused:**
 - Listens to the voice of the customer
 - Measure performance of business through the eyes of the customer by all classifications, for example: by KPI's, Region, Department, Sales Executive etc...
 - Measures Customer Satisfaction levels- qualitative and quantitative
 - Develop action plans for all weak/ danger areas
- Benchmarks performance against competitors**
- Identify which customers are at risk/ secure as well as their financial value**
 - Measures Customer Loyalty & Retention and determines risk profiles and financial implications
 - Individual qualitative and quantitative score cards on every customer contact, Sales Executive, classifications (region, branch, department etc...) with a leader board
- Track performance monthly/ quarterly**
- Gather critical and useful marketing & sales intelligence**
 - All forms of information gathering, market analysis, perception and branding surveys
- Live chat assistance within the system**
- Sales Executives are able to post and log survey activities and their interactions with their customer**
 - Real-time contact management system that allows you to communicate with your customer directly from the system via email with a secure username & password to view all reports
 - Involves all role-players in your organisation- log in with a secure username & password to view all reports
- Management Discussion Forum that provides for ongoing interaction with Sales Executives and their customers**
 - Monitor and comment on Sales Executives and other Operational Management action plans put forward for each customer
 - Useful for Quality Assurance Programs and Balanced Scorecards
- Secure web-based system hosted on an international server**

3. USAGE OPTIONS

- Annual Corporate Licenses are available whereby companies can conduct their own surveys. SaaS (Software as a Service/ Cloud ware)
- Projects- Evalü8r conducts full projects on your behalf
- Resellers- Individuals/ companies that would like to resell the program on to their own client base.
- Application Partners- CRM and similar software developers/ distributors who would like to form strategic technical/ distribution alliances

4. METHODOLOGIES

- Simple and quick set-up of various surveys that can be conducted using any of the following methods:
 - Personal Interviews
 - Telephone Surveys
 - Electronic/ Email Surveys

5. SURVEYS THAT CAN BE CONDUCTED

- 7 ★ Survey**: Measures Customer Relationship, Loyalty and Retention. Company performance measured against a generic Best Competitor and highlights the Competitive Comparison. Share of Wallet analysis.
- 4 ★ Survey**: Measures Customer Relationship, Loyalty and Retention. Performance is not measured against a generic Best Competitor. Share of Wallet analysis.
- Internal / External Climate Surveys**: Surveys that measure Employee/ Customer Satisfaction. Can also be used for various Inter-departmental surveys. Comprehensive or Mini/ Dipstick Surveys. New business Sales Prospecting tool.
- Research Surveys**: Information-gathering surveys comprised of Yes/ No/ Maybe Questions; Open-ended Questions and Matrix Questions. Comprehensive or Mini/ Dipstick Surveys.
- Sales Performance & Productivity Surveys**: Comprehensive as per 7* and 4* Surveys. Measures the performance of your Sales Executives using a sales cycle comprising of various competencies and attitudes. Mini/ Dipstick Surveys.