

Expert Resources to Measure, Analyze, and Optimize the Customer Experience



ABOUT LOYALTYPROFESSIONAL™

Companies cannot afford to lose a strategic, long-term customer. In fact, in today's economic climate, companies cannot afford to lose **any** customer. When serviced correctly, customers generate increased profits every year they stay with a company. In other words, the longer a customer is kept, the more profitable they become—so if that customer defects to the competition, they carry that profit-making potential away with them. The challenge at hand is to consistently acquire new customers, while successfully keeping the ones we have already worked so hard to attain.

The Chapman Group's LoyaltyProfessional™ experts work in collaboration with your team to effectively design and execute a "Voice of the Customer" (VOC) program. Utilizing best practices across a variety of industries, our team works with you to:

- Design the VOC program (i.e. participants and frequency)
- Co-create the survey script(s) and distribute survey
- Gather and analyze survey results
- Develop and implement action plans based on feedback

... all in an effort to better manage and **improve the overall customer experience!**

Customer Intimacy = Extended Customer Life Cycle Value

THE METHODOLOGY

Engaging with The Chapman Group's LoyaltyProfessional™ experts to manage your "Voice of the Customer" (VOC) initiative, will provide your organization access to proven methodologies for measuring the customer experience. By applying our 3x3x3 (High-Wide-Deep) relationship methodology, feedback will be received from multiple points of contacts, across multiple management levels and functions. This will ensure the Loyalty Index, a benchmark measurement of the overall strength of the customer / supplier relationship, contains feedback from all potential relationship influencers.

The Loyalty Index methodology of LoyaltyProfessional™ recommends measuring three distinctive dependencies of customer loyalty; People, Business, and Organization, as highlighted below.



THE PROCESS

The process through which a voice of the customer (VOC) program is executed is critical to ensure optimum results are achieved. A successful process has three elements—it is predictable, repeatable, and measurable. By applying survey best practices to the process, which starts with a survey notification and ends with “closing the loop” with the customer, The Chapman Group’s team of experts will help you and your team realize above average response rates and improved customer engagement in the program to all for actionable insight and feedback.



REPORTING AND ANALYTICS

The sustainability of any voice of the customer initiative will be determined by the survey output. To ensure there is continued buy-in at both the customer and internal stakeholder levels, it is critical to effectively interpret and act on the data in a timely manner. The Chapman Group’s team of experts assist you to do just that... analyze and interpret the data to be able to implement customer / organizational improvement action plans.

Our team of experts work in collaboration with your team to optimize survey results through:

- Real time dashboards and results visible in our proprietary web-based system
- Tailored Customer Feedback Reports
- Advanced statistics and analytics (i.e. Margin of Error, ANOVA, Regression / Correlation Analysis)

Customer Feedback Report

Survey Results Summary

Business Unit	Overall Rating	2010	2011	Variance
Business Unit A	70%	68%	74%	+6%
Business Unit B	60%	55%	57%	+2%
Business Unit C	75%	72%	73%	+1%
Business Unit D	70%	64%	67%	+3%
Business Unit E	52%	48%	47%	-1%
Business Unit F	62%	57%	61%	+4%

Top Item Analysis by Rate

Item	Overall	Customer	Manager	Top	Bottom	Other
Performance	70%	70%	89%	100%	76%	77%
Our Products & Services	70%	82%	82%	93%	68%	78%
Customer Experience	60%	64%	71%	83%	62%	67%
Customer Support	70%	53%	74%	50%	75%	68%
TOTAL	74%	77%	82%	91%	71%	77%

ABOUT THE CHAPMAN GROUP

- A Sales Consulting Firm that creates **world-class account management programs** founded in 1988.
- Assists clients of all sizes and industries (National/Global, Fortune 1000, Mid-tier) in **increasing their revenue and retention** through the implementation of innovative processes, methodologies, best practices, skills, and tools.
- Utilizes a **metric-based approach** to integrate the art with the science of account management enabling our clients to grow by becoming more efficient, effective, and profitable.
- Monitors performance while providing ongoing support in the form of **strategic planning, coaching, and skills training.**

“LoyaltyProfessional™ is an actionable voice of our account knowledge base that has replaced our traditional customer satisfaction surveys. It provides executives and account teams a deeper understanding of our current and future revenue position in our account. It is helping us build and expand relationships and eliminate lost revenue surprises within our current customer base.”

– Director, Marketing
The Americas, Specialty Minerals