One of six business intelligence solutions from TCELab helping companies measure, improve and valuate the health of the customer relationship leading to exponential revenue growth.

CRDc (Customer Relationship Diagnostic) is a bi/annual customer loyalty research survey that diagnoses 5 key performance indicators. Used by **Voice-of-Customer (VOC) professionals** in Fortune 5000 firms to integrate into C-Suite dashboards.

1 **RAPid Customer Loyalty Score** **6.1**

2 **Potential impact of loyalty on Revenue Growth**
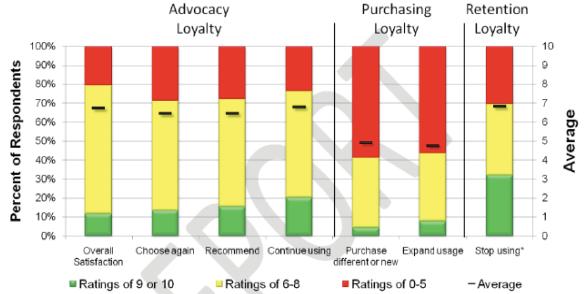
Estimated ROI of expenditure = **47%**

Net Revenue Growth = **$214,000.00**

3 **Verbatim Analysis and Key comments organized into a word cloud**

Word Cloud of Survey Responses

4 **Key Driver Chart**

Key Drivers
INVEST in these areas. Improvement in these areas are predicted to attract new customers (advocacy), increase purchasing behavior (purchasing) or retain customers (retention)

Hidden Drivers
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).

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.

Impact — High / Low
Performance — Low / High

5 **Competitor Benchmarking: (C-PeRk)** **54%** percentile