

EEM CustomerWave™

ENTERPRISE CUSTOMER FEEDBACK & ADVOCACY MANAGEMENT SOLUTIONS



You've Never Seen Your Business Like This Before



www.knowledge-wave.com

Improving Business Performance Through Intelligent Enterprise Feedback

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Your Customer's Experience Matters.

Understand the Future

Most anybody can look at a financial statement and tell how well you did last year. What you need is the ability to know how well you are doing today.

More importantly: You need to know what actions to take in order to profitably grow tomorrow!

The power to adapt your business to important shifts in your customers' needs and expectations as well as overall market trends is vital to your organization's future financial success. Not only do customer needs constantly change but new technologies, competitors, and regulations are continuously re-arranging the landscape in which your business operates.

Fortunately, the capacity to understand future bottom-line performance is something you can control.

It's just as easy as talking (and listening) to your customers!

Customer Advocates

Customer advocates represent your most-profitable strategy for financial growth. They:

- purchase again from you;
- purchase related products and services from you;
- provide enthusiastic referrals to friends and colleagues; and
- provide a rich source for innovative ideas to fuel continued growth.

Customer Advocates impact both the top line, in terms of additional revenue, and the bottom line, in terms of decreased cost of sales.

The primary driver of Customer Advocacy is the value your product or service provides the customer ... as perceived by the customer. You must make her life easier at a reasonable cost. This value perception is driven, in turn,

by five universal elements of customer satisfaction: Service, Quality, Performance, Timeliness, and Cost. How well your company performs in each area directly impacts Customer Advocacy and corporate growth.

Enterprise Experience Management™

Since 1999, more than 100 global companies have relied on Knowledge Wave's Enterprise Experience Management™ (EEM) suite of products and services to improve profitability by answering important strategic and tactical questions about their business, their opportunities, and their risks.

EEM CustomerWave™ creates a comprehensive experience feedback management program that enables you to understand the key drivers of customer advocacy for each customer segment ... and each customer! Only EEM CustomerWave™ provides you with the real-time understanding of your customers' value perceptions you need.

Comprehensive Customer Advocacy

The relationship between your firm and each customer is unique. You have to provide a high-value offering. You must understand the dynamics of the psychological and emotional connection between the customer and your company. And you must ensure that every interaction between the customer and your company meets the customer's needs and expectations.

EEM CustomerWave™ enables you to span all three tiers of this complex and dynamic relationship by providing a centralized and consistent technology platform integrated with your existing operational IT systems. EEM CustomerWave™ is the only tool you need to measure, manage, and improve your customer's experience.

Knowledge Wave's Trebax Link™ leverages your customer database to prioritize customers & isolate high priority tasks by combing the rich attitudinal data in our surveys with your customer behavior data — including financial value.



We then work with you to classify accounts and create predictive targeting models to improve customer experience, your business performance, and overall profitability.



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EEM CustomerWave Drives Profitability by Accelerating Your Response to Customer Issues and Business Opportunities

EEM CustomerWave™ solutions cover the entire spectrum of customer experience management :

1 Customer Advocacy Blueprint™

improves corporate performance by truly understanding who your advocates are ... and why. By leveraging real-time, actionable information, you can better target your marketing, sales, and service efforts to even the most-refined segment in your customer base.

2 Customer-Employee Gap Analysis™

- provides a distinctive look into the gap between what your customers expect and what your employees think your customers expect. Aligning employee skills, incentives, and perceptions with customer requirements is a complicated but vital task for today's customer service manager. This quarterly measure will track how narrow the gap between your employees and customers is ... and where it needs to be closed first.

3 EEM ServiceWave™

- provides deep, and rich customer experience metrics by collecting and integrating transactional customer feedback with your CRM, SFA, Accounting, call center automatic call distribution (ACD), and web-based self-service systems. This dynamic, two-way communication sends relevant account and customer information to EEM ServiceWave, triggers real-time transactional satisfaction surveys to customers, and returns pertinent customer information to your CRM, and other internal system. This includes automatic alerts and escalations to act on both opportunities and threats ... while they still matter.

By combining opinion data with operational data, EEM ServiceWave™ standard reporting and online analytic analysis tools enable you to proactively manage your service and support organizations.

Putting It All Together

Your customers' ideas, attitudes, and opinions are only half the story. You must consider this feedback combined with other data you already know: About the customer, about the market, about your business. EEM CustomerWave™ fuses customer opinions with data from your legacy IT systems through our industry standard data integration platform, providing both a real-time and a truly comprehensive understanding of your customers and your business.

About Knowledge Wave International

Knowledge Wave's Enterprise Experience Management (EEM) and Business Performance Management (BPM) solutions enable leading companies to increase their responsiveness to the business issues and opportunities that determine customer experience, advocacy and profitable growth.

Contact us at: www.knowledge-wave.com

to learn more about the entire Enterprise Experience Management™ suite of products, and solutions, including:

- EEM CustomerWave™
- EEM EmployeeWave™
- EEM MarketWave™
- EEM PartnerWave™

And business performance platforms:

- Trebax Enterprise Intelligence Platform™
- Trebax Scorecard Manager™
- Trebax DataLink™

EEM CustomerWave™ Advantage

- Integrate feedback directly with your CRM system
- Focus on areas of highest financial impact by understanding customer feedback in terms of financial data
- Real-time, role-based reporting of experience data accessible online in graphical and tabular format, through easy-to-use drill down, cross-tab, and basic research methodologies
- Secure, on-line data transfer
- Obtain feedback from customers in their preferred language
- Obtain feedback from customers through any touch-point (email campaign, web, IVR, CATI, or paper)
- Support for anonymous feedback to maximize customer participation
- Measure custom Key Performance Indicators (KPIs) and integrate with existing corporate data warehouse and Business Performance Management systems
- Best practice methodology, action planning, and strategic consulting
- Perform predictive trending and scenario modeling



Contact us at

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