

Most companies that offer a technology-based business solution grapple with customer loyalty to build a stable customer base and a predictable revenue stream. Recognizing that customer satisfaction is a key business performance indicator to measure how well a company understands its customers, many companies establish programs to monitor customer satisfaction. However, not all customer satisfaction programs are alike. Most customer satisfaction studies provide relatively high level overview that is interesting and tactical, but not actionable and strategic.

Creating Customer-Centric Companies (C⁴)™ is a full-service offering that combines robust web-survey technology with Gantry Group's extensive voice-of-the-customer insight to monitor the performance metrics that drive customer behavior and sentiments. Customer satisfaction data is analyzed using Gantry's powerful proprietary analytics that are founded on proven modeling techniques. The outcome is a clear, unbiased and actionable customer satisfaction report that precisely pinpoints which functional areas require improvement. In short, Gantry Group's C⁴ program:



- Evaluates all relevant customer touch-points within your company
- Ensures that the voice of all relevant customer departments that routinely interact with your company are represented in the surveys
- Gauges customer satisfaction using metrics that are meaningful to your customers
- Provide the necessary analytics granularity to pinpoint problems & take action

Gantry Group's customer satisfaction metrics are supported by decades of customer research. Applying specific analytics honed to quantify each touch-point, the health of each customer touch-point within your organization can be reliably and accurately tested. Gantry Group's scientifically-based modeling techniques yield highly granular results that are both predictive and diagnostic. C⁴'s clear, strategic reporting enables you to quickly identify the early warning signs of customers who are likely to defect. By understanding the root causes of customer losses, you can act preemptively to avoid them. Instead of reacting tactically to

customer problems that have already manifested, you proactively maintain customer loyalty.

Whether you are measuring customer satisfaction monthly, quarterly, bi-annually, or annually, Gantry's C⁴ program provides you with a coordinated approach to gather, analyze and report on customer feedback. Our comprehensive methodology delivers a comprehensive snapshot of customer satisfaction from all points of customer interaction with your company. Accessing multi-dimensional reports from your company's assigned secure C⁴ web-portal you can drill down to:

Assess – Clear, accurate reports bring stakeholders visibility to customer satisfaction data at each of their respective touch-points to assess the impact of their groups' performance, processes and policies on customers.

Prioritize – An instant view of key organizational functions that require immediate attention enables managers to focus efforts where they are most needed.

Monitor – Customizable graphics enable you to easily trend and compare current data with historical data to track improvement from period over period.

Analyze – C⁴ analytics expose the functional areas and customer touch-points that drive customer satisfaction and loyalty, enabling you to rapidly identify opportunities for business process improvement within your organization.

Predict/Plan – Continuous, real-time data tracking enables you to monitor customer attitude trends to spot early-warning signs and circumvent customer churn.

With Gantry Group's comprehensive C⁴ service, you can:

- Reduce time to develop, implement and digest the results of a survey.
- Avoid over-surveying customers (through Gantry's list management & recruiting services).
- Eliminate delays in getting vital customer satisfaction data to relevant stakeholders.
- Lower your costs (and duplication of efforts) for customer surveys.

To learn more about Gantry Group's Creating Customer-Centric Companies program or to schedule a demonstration of a sample customer satisfaction study, please call 978-371-7557