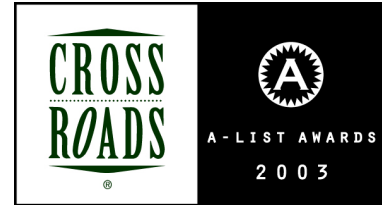


CustomerSat, Inc.

Mountain View, CA

Customer Experience Management Services

➤ Real-Time Feedback Analytics and Intelligence



CUSTOMERS AT WORK

Reference clients included midsized to large high-tech companies that have grown rapidly, in one case through multiple acquisitions. Common strategic objectives included:

- Connecting with customers during and after growth and change
- Assessing and rewarding business units' service delivery capabilities
- Achieving differentiation based on service delivery

WHY CUSTOMERSAT?

CustomerSat helps an organization turn customer feedback into value-added information driving business decisions. The real-time feedback analytics and intelligence technology are available as a managed service or licensed software. The service includes CustomerSat's expertise in online survey design. The technology's analytics layer provides reporting capabilities, including quadrant charts that focus on what is most important to customers, partners, or employees. These and other analytics reveal where organizations are performing well and need improvement, via tabulated scores linkable to verbatim responses. A configurable dashboard sets permissions to view data. Reports can be automatically emailed to distribution lists. Smart Alerts notify the appropriate person or manager if satisfaction scores are low.

COMPANY INFO

CustomerSat is a private company with 50 employees.

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www.CustomerSat.com

BUSINESS IMPACT

Near-term value: In different economic times, companies find it dangerous to disregard customer sentiment. CustomerSat's quadrant analysis identifies what is important to the customer, reveals successes and disconnects, and serves as the factual basis for building action plans. Clients say the feedback received directly impacts corporate strategy and execution. One CustomerSat client increased its end-customer's overall satisfaction level from a 7.0 to an 8.3, almost a 20% improvement in one year. Other CustomerSat clients are fostering consistent service quality via tying CSRs' and managers' bonus plans to survey results.

Enterprise innovation: Data is available across departments and to all levels; some are choosing to integrate with CRM. For example, CSRs have relevant scores in front of them and can better react to customers. Some clients have improved the very core of their business models via enterprise-wide implementation of CustomerSat services. One client has 16 different business units using CustomerSat services to measure perceptions of the entire customer lifecycle, from sales through implementation, service, and post-service. Each division has its own survey of 125 questions, with complex skipping and branching variables. Benchmarking allows this same client to compare processes across business lines.

Technology gains: Clients are impressed with the sophistication of CustomerSat's technology. Reference clients using both the managed service and licensed offerings have all expanded the number and scope beyond the initial feedback program.

SUCCESS FACTORS

Project strategy: Think more broadly than the initial pain point. Develop a comprehensive feedback program that will encompass multiple surveys and a data design that can be consolidated.

Skills: Working with CustomerSat on survey design will greatly enhance early results while building expertise in-house.

Resources: Customer goodwill is a finite resource. Observe the niceties. Personalize all surveys and correspondence. Don't ask questions when the answer is known or can be derived. Use CustomerSat's automated method to control survey frequency.

Fit: CustomerSat is a good partner for companies whose value proposition depends entirely or significantly on customer satisfaction with products or services provided.

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ABOUT THE CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.