



NewDiligence *Customer Diagnostics*

About NewDiligence's Customer Diagnostics

NewDiligence's customer diagnostic service is designed to bring you closer to your customers. We measure their attitudes towards your company, how much attention and resources your company focuses on them and the overall quality and usefulness of your customer data.

We focus on business-to-business providers of technology products and services such as instant messaging, collaborative work tools, content management, and online financial services.

With deep experience in research disciplines and management consulting, NewDiligence brings intelligence and perspective to its analysis of customer relationships in these highly competitive technology spaces.

We understand the importance of aligning executives and senior management around the true concerns of customers. And we know first-hand the importance of correctly allocating limited resources where they will make the most impact on a company's client retention and profitability.

Actionable Information

- ◆ Align executives and senior management
- ◆ Allocate resources correctly and efficiently
- ◆ Improve customer tracking
- ◆ Enhance company performance metrics

Fast Turnaround

- ◆ Get results and make decisions this quarter
- ◆ Understand customer issues in weeks instead of months

Affordable Pricing

- ◆ Services are designed for companies that need the most bang for limited marketing dollars
- ◆ Our Typical engagement costs from \$12,500—\$18,500
- ◆ No hidden or unexpected costs or upcharges

For more information

NewDiligence
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What you get

NewDiligence delivers a comprehensive diagnosis of your company's customer relationships, including:

- ◆ **Customer Touchpoint Analysis**—a report on how you collect, track, store and use customer data including recommendations on improving the process
- ◆ **Standardized Customer Lists**—cleaned, scrubbed of bad data, unduplicated and unitized by company
- ◆ **Customer Satisfaction Report**—a survey-based assessment of customer satisfaction with your company, emphasizing the critical area that requires focus
- ◆ **Gap Analysis**—analysis of how customer views and "inside-the-company" views diverge
- ◆ **Action Plan**—recommendations and next steps that your company can take to enhance positive findings identified by the analysis, fix the problems uncovered by the engagement and take full advantage of all the available opportunities.

Why It's important

As your company grows, the distance between you and your customers can also grow.

That's because how customers are viewed from inside the company may diverge sharply from actual customer needs and attitudes. This gap creates problems with product or service delivery and fulfillment, and is a root cause of customer dissatisfaction.

Satisfied customers buy your product again and make professional recommendations to colleagues. Dissatisfied customers begin shopping your competitors.

More Than Just Research

In our experience, it is very common for companies to use four, five or more working "definitions" of a customer profile—depending on whether the information is collected by sales, marketing, customer service, product development or finance. That makes it difficult to align your services with your customer's true pain points.

That's why we begin with all your customer touchpoints—every place where some person or process talks to a prospective, current or former customer. We also get the inside view—management's sense of its customers. And we talk to customers via surveys and interviews that measure satisfaction, purchase intent and willingness to recommend.

Our Process

We take your customer lists and customer information—from sales, marketing, customer service, finance—and then analyze, clean-up and merge/purge the files so you have **one standardized customer list**. We make an assessment of how you create, track, store and use your customer information.

How you see customers: Then, we interview key personnel inside your company to understand where your corporate attention and resources are focused.

How customers see you: Finally, we ask your customers to rate your company and product performance in four key areas: sales, product installation, product performance and customer service. We map these results to overall satisfaction, purchase intent and customer word-of-mouth.