



“With CustomerSat Enterprise, you can't help but act on customer feedback. By engaging our executive team to listen and learn from our customers, we have transformed our culture and made deliberate process changes and investments which is what our customers want.”

Senior Director
Customer Advocacy
Ariba, Inc.

DELIVERING INSIGHT DRIVING ACTION & IMPROVEMENT

The profitability and success of your organization depend on how well you understand and satisfy your customers. Satisfied customers mean higher loyalty, less churn, reduced price sensitivity and greater profits. In today's global business climate, hearing the Voice of the Customer is an enormous challenge. Gathering actionable feedback, analyzing it and acting on it is both a science and an art.

CustomerSat Enterprise™ is a customizable, easy-to-use, Web-based solution that helps you uncover exactly what's important to your customer's satisfaction and loyalty, so you can focus on making the business improvements that matter most. It lets you:

- ▶ **Recognize and save at-risk customers** and renewals before they're lost.
- ▶ **Effectively manage** accounts, products and regions.
- ▶ **Make product and service quality improvements** that have the greatest impact.
- ▶ **Create loyalty scorecards** for your entire organization.
- ▶ **Recognize, reward and coach** individuals, teams and managers.

In enterprise solutions, results can be aggregated across multiple surveys to monitor and manage performance globally. CustomerSat standards and practices ensure fairness and comparability for incentive compensation based on feedback scores.



ENTERPRISE FEEDBACK MANAGEMENT CUSTOMIZED TO YOUR NEEDS

Secure, scalable and reliable, our survey hosting environment delivers benefits to your entire enterprise:

- ▶ **Gathers customer and market feedback** from all touchpoints and through all communication devices and channels.
- ▶ **Drives and manages follow-up action** whenever the scores of high-value customers fall below appropriate thresholds. Alerts are immediately e-mailed to the proper associates. Case management aligns the entire organization, coordinating and driving responsive actions in real time.
- ▶ **Real-time analytics**, metrics and verbatim customer comments make feedback intelligible and actionable. Dissect customer data by division, region or product, based on your business requirements.
- ▶ **Survey data can be combined** with behavioral, operational and financial data to yield new insights, leveraging your CRM applications.



ANALYTICS AND ACTION

Your customers interact with your organization via multiple channels and across multiple touchpoints. Each channel provides further insight into a customer's attitude and thinking. Each touchpoint affects satisfaction and predicts future buying behavior. CustomerSat Enterprise lets you gather feedback and analyze it — at each individual touchpoint, and across multiple touchpoints.

You can create and deploy multiple survey types, from ongoing transaction surveys to periodic relationship questionnaires to *ad hoc* surveys. Our multi-channel survey delivery capability maximizes response rates by letting customers respond via Web, e-mail, IVR, mobile device, even paper. "Touch rules" ensure results are statistically valid while protecting customers from too many survey requests from multiple divisions and departments.

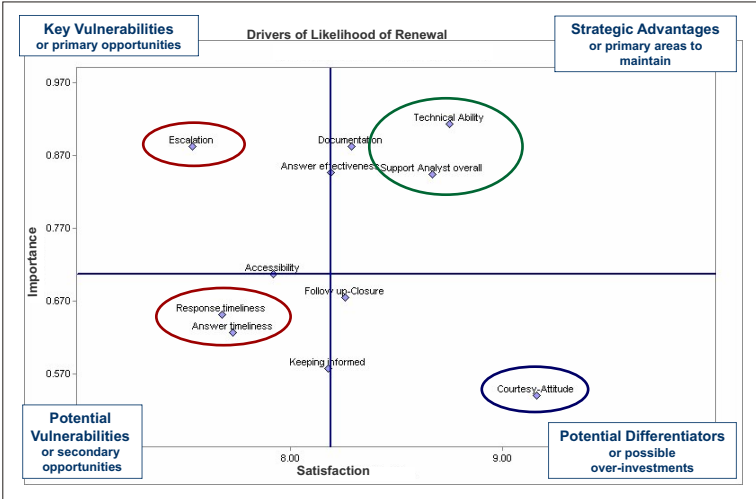
CREATE SOPHISTICATED REPORTS TAILORED TO YOUR ENTERPRISE

CustomerSat Analytics provide critical insights that shorten the gap between information and action. They're configurable, so it's easy to drill down and dissect customer feedback. Segregate by questions, define statistics, report by division, region or product, then create highly customized reports exactly the way your organization and executives expect.

User-Configured Statistics Sets let you create and re-use standardized sets of metrics, e.g., mean average, Top 2% and NPS. You can configure and compare reports exactly the way you want, ensuring consistency across the entire enterprise.

CustomerSat Analytics	
Configurable Rating Scores	Key Driver/Quadrant Charts
Comparative Statistics	Positioning Charts
User-Configured Statistics Sets	Trend Lines
Frequency Distributions	Significance Testing
Cross-Tabs	Loyalty Indices
Rating Score Summary	View Feedback
Comment Analytics	Chart Designer

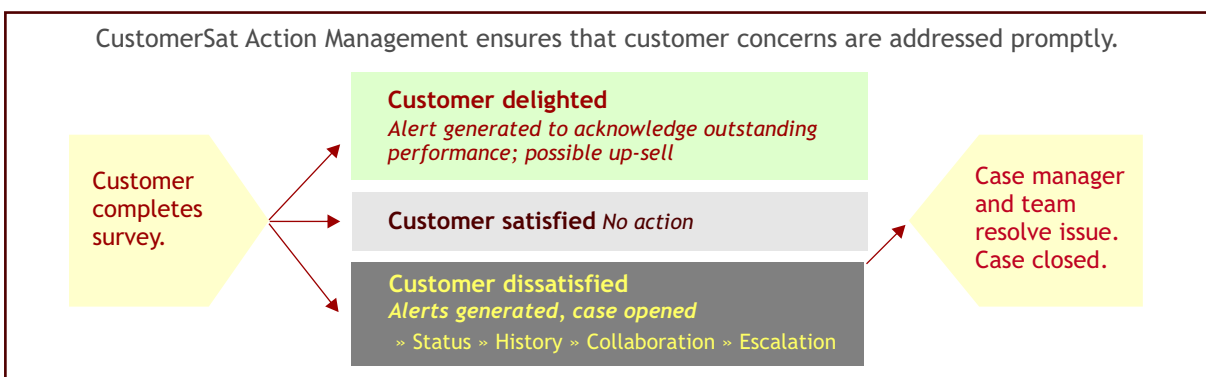
Our comprehensive reporting capabilities mean every function and role in your organization gets the insights it needs to improve.



DRIVING ACTION ENTERPRISE-WIDE

As a customer-centric organization, you want concerns addressed promptly, before customers discontinue use of your products and services or switch to a competitor. **CustomerSat Action Management™** automates three types of actions to ensure that problems don't slip between the cracks.

- ▶ **Action Alerts** are e-mailed to appropriate individuals whenever a survey response meets criteria your team specifies. By linking to the customer's complete survey response, action alerts provide ready access to all the data your team needs.
- ▶ **Case Management** Customer responses that match business rules automatically open a case, which is sent to the appropriate individual. If not closed by its deadline, the alert is escalated based on severity.
- ▶ **Push Reporting** "pushes" information and reports throughout your enterprise. Scheduled reports use numerous customizable views to deliver the latest results in clear, easy-to-access formats (text, HTML or MS Excel).



Whether taking immediate action in response to individual issues, or launching long-term operational improvements, CustomerSat's Action Management helps your enterprise optimize business processes and become more customer-centric.

SECURE, SCALABLE TECHNOLOGY PROTECTS YOUR INVESTMENT AND OPERATIONS

CustomerSat Enterprise is a Software-as-a-Service (SaaS) solution, so there are no installation or upgrade headaches. Minimal training is needed. Your team focuses on delighting customers, not managing software.

Behind our user-friendly interface, CustomerSat Enterprise provides potent state-of-the-art security. Multiple levels of firewalls and robust access controls ensure only the right people get the right information. Powerful multi-layered intrusion detection systems automatically deflect denial of service and other potential attacks. Our state-of-the-art data centers boast multiple, high-speed fiber trunk lines, fully redundant power sources and secured physical access. Advanced technology, redundancy, load balancing and constant monitoring ensure that every component is up and running for you 24 hours a day.

CustomerSat Enterprise integrates seamlessly with CRM applications from Microsoft, Oracle, PeopleSoft, Siebel, SAP, Salesforce and others. Survey or action management data can easily be exported to applications including SPSS, SAP, SAS, Business Objects and MS Excel, and databases such as Microsoft SQL server, Oracle, IBM DB2 and MS Access.

CustomerSat's highly secure, scalable infrastructure is ready and able to handle your most demanding requirements, today and in the future.

CUSTOMERSAT: YOUR TRUSTED PARTNER

Our **Research & Consulting Services** team are experts in process and survey design, questionnaire development, results interpretation, statistical analysis and business modeling. They tailor CustomerSat Enterprise to satisfy your most exacting requirements.

THREE SERVICE OPTIONS

To best address the requirements of each Global 2000 client, CustomerSat offers three options for managing your feedback programs:

- ▶ **Managed Service** provides a team of CustomerSat experts who develop and manage your feedback programs, set up your analytics, Action Management and alerts, and provide ongoing guidance, refinement and monitoring to meet your strategic goals. This expertise complements your in-house team's business knowledge.
- ▶ **Managed Service Plus** delivers the knowledge and best practices of your own dedicated CustomerSat project team *plus* the flexibility of self-service access, so you can design and deploy cost-effective *ad hoc* feedback programs at your own pace.
- ▶ **Self-Service** is the appropriate option if you already have the in-house market research expertise to manage your feedback programs. Do it yourself and still benefit from our unequalled arsenal of productivity tools.

CUSTOMERSAT: *PROFIT FROM CUSTOMER FEEDBACK*[™]

CustomerSat has been a strategic leader in enterprise feedback solutions since 1997, when we launched the first entirely online, worldwide customer satisfaction survey for a Fortune 500 company. Out of hundreds of customer feedback vendors, CustomerSat is one of the few that qualify as Enterprise Feedback Management (EFM) solutions as defined by Gartner Research. CustomerSat Enterprise satisfies all requirements by offering:

- ▶ **Single repository** for all collected data.
- ▶ **Managed sampling** for statistical validity.
- ▶ **Coordinated alerts** to drive follow-up action.
- ▶ **Information dissemination** across the entire enterprise.

CustomerSat Enterprise allows you to gather feedback from all touchpoints and channels, securely centralize it, make it accessible to authorized team members throughout the enterprise, push actionable reports to the right team members, and drive and coordinate enterprise-wide action in response. Result: Your organization enjoys greater customer satisfaction, loyalty, revenue and profits.

With CustomerSat as your feedback partner, you'll not only **hear** the Voice of the Customer — you'll **profit** from it.



ABOUT CUSTOMERSAT

CustomerSat feedback solutions have helped companies including AIG, Business Objects, Canon, Honeywell and Thermo Fisher Scientific take timely action to address customer opportunities and concerns and build loyalty and profitability.

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