

Realtalk

Grow your number one asset - Customer Loyalty

Do you measure and monitor the loyalty of your key customers and partners?

Your largest strategic customers and partners represent the bulk of your revenue and are critical to your future. In order to enhance loyalty and customer retention it is important that a 'barometer' is used to monitor your customer's perception of the value of your relationship.

Are your account management teams empowered to measure and improve their customer's perception of value?

Custell recommends that suppliers formally meet with key customers and partners on a regular basis to measure and benchmark relationship value and satisfaction.

It is also important to obtain customer recommendations that will improve both your value to them and their satisfaction with you. This will lead to action plans that will drive continuous improvement,

Custell *Realtalk* will become your key customer barometer. It will assist your account teams to retain and grow your customer relationships.



Designed by Relationship Managers For Relationship Managers

Custell *Realtalk* is a program that was designed for account teams by relationship managers, sales managers and service managers to help them at the 'coal face' to achieve their objectives.



Retain and grow existing key customers simply and cost effectively

"Realtalk helped our client managers and service delivery managers to exceed their objectives".

General Manager, Field Services Company

"I don't know what I would do without it".

Relationship Manager, Outsource Services

Continuously manage and improve customer value and satisfaction

"We have retained all our key customers and achieved a continuous 12% growth per year over 3 years"

Sales Director, Managed Services Provider

Efficiently focus on real opportunities and avoid unproductive activity

"Realtalk prioritised and focussed our account team customer activities."

VP, Facilities Management Provider

Retain 'blue chip' relationships and increase margin with *Realtalk*

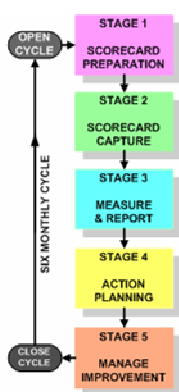
Realtalk

Custell *Realtalk* delivers a continuous improvement in perceived value

The purpose of the *Realtalk* program is to provide an easy and non intrusive method to help consistently and continuously improve customer value and satisfaction.

- *Realtalk* provides the means to regularly monitor perceived customer value using a simple scorecard.
- *Realtalk* measures progress against a benchmark
- *Realtalk* measures the performance of the Account Team and their management.
- *Realtalk* assists in identifying and executing action plans for improving perceived value and satisfaction
- *Realtalk* provides measures of customer satisfaction and perceived value for your 'Balanced Scorecard'.

Off the Shelf Process



It is important that any new management program works without significant reengineering of your current processes and integrates into your business processes easily. Custell *Realtalk* meets this challenge.

The Custell *Realtalk* process is a simple five stage process. It can be adapted and published on-line in minutes. Point and click navigation from stage to stage and step by step is easy and intuitive.

Powerful Methodology

The Custell *Realtalk* program deploys a best practice scorecard and improvement planning methodology.

- Customer intimacy is reinforced by interviewing face to face with attendees from the provider. Research shows that the customer prefers that the suppliers hears them first hand so in Realtalk the relationship manager normally listens passively to the interview
- The 30 minutes interview deploys a simple and effective one page scorecard.
- Output focussed questions enable measurement of real and perceived value and the capture of recommendations used to manage improvement.
- A simple and effective measurement system enables easy communications and reporting.
- A planning methodology makes it easy for relationship managers to develop action plans in response to customer recommendations.

Templates

Implementation and management of your customer scorecard program is made easy by *Realtalk* through the provision of templates.

- A selection of scorecards with tried and proven questions are provided by line of business.
- Communication is made easy through the provision of a series of customer and internal email templates.
- Action planning is made easy through an Executive Review template and the action planning workshop facilitator's guide for each customer team.

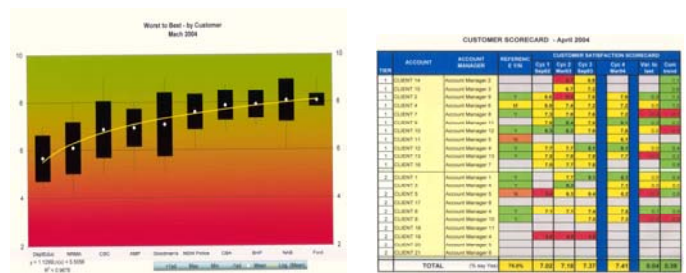
Software

The Custell *Realtalk* program is underpinned by computer software. This software manages the scorecard data and produces meaningful reports.

Realtalk facilitates internal and customer communications ensuring all parties are kept informed throughout the process.

Realtalk produces the Executive Presentation and the Workshop Facilitators Guides. It couldn't be easier.

Data Analysis



The Custell *Realtalk* application prepares a set of reports designed to help you put your finger on opportunities to improve satisfaction.



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