



Don't Lose Focus After the Sale.

Client Experience Studies

Ensure profitable relationships

Primary Intelligence's Win Loss and Account Retention solutions help you understand the key "moments of decision" when your clients are choosing between your company and the competition. However, to have the greatest advantage in those decisions, you need to know what your clients are experiencing, what their unique needs are, and how likely they are to stay a client. There are three stages in the client experience process:

- Post-Implementation Studies
- Client Loyalty Studies
- Renewal Review

Post-Implementation Studies

Soon after the deal is signed, operations steps in to complete the order. You always face potential risks whenever you hand off responsibility to another party.

To avoid miscommunication or the possibility of something slipping through the cracks, a post-implementation study checks to see if the handoff has gone smoothly. It looks for concerns from the client regarding the perceptions that it was given by sales

and the reality of the delivery by operations. For clients who are doing actual implementation of software or hard products, this study ensures that such implementations went smoothly, and if not, seeks to understand the problems so that they can be addressed immediately.

Primary Intelligence's Post-Implementation Studies holds interviews with key stakeholders to give you a better understanding of the unique issues that arose during specific implementations, how these have affected the client's loyalty to your organization, and ways you can ensure a lasting relationship. In addition, Primary Intelligence can interview prospects who selected your competition to learn the success of their implementations and gauge the possibility of transforming a lost account into a win.

Client Loyalty Studies

Once a relationship has matured, it is advantageous to analyze your client's opinion of your company. Primary Intelligence takes customer satisfaction to a new level by conducting objective, in-depth interviews with your key accounts to determine not just how

Client Experience Helps:



Executives

To maintain revenue streams and keep existing clientele, nothing matters more than those currently in the client experience. Monitoring your clients as they pass through the life of a contract provides you with priceless information about how your company functions with clients.



Sales Professionals

It is so much easier to maintain current clients than drum up new ones. Getting feedback on current clients as they interact with your company and products allows you to solve potential problems before they fester into deal-breaking issues.



Market Research

What better way to figure out the advantages and pitfalls of your company's products and support than hearing it from the user's own mouth? Client Experience Studies gives you incredible insight into product features and functionality that will improve your offerings with the most impact for client retention.

satisfied they are with your offerings, but also how loyal they are to your company, your products, and your account personnel.

Rather than just taking the temperature of an account, a Primary Intelligence Client Loyalty Studies solution gives you a clear picture of your clients' perceptions and provides vital insight into how you can transform your clients from just being "satisfied" to being active advocates for your Company.

Renewal Review

As clients progress to the final period of the contract, it is time to begin looking into renewal or renegotiation. A client's thoughts could be changing at this point as it stops looking at the contract as a hypothetical situation and more as a real issue to consider.

At this stage, Primary Intelligence switches gears and asks a different set of questions that relate more to the upcoming contract itself. You learn:

- The performance of your product or service over the life of the contract
- Specific unexpected issues
- Potential deal-stoppers in relation to either the product or support
- Satisfaction level at the different stages of the client cycle

By obtaining this information prior to the renewal process, your sales team is again able to address specific issues that could drive a client to the competition. It resolves any unreported issues and continues communication with clients, giving them a sense that your company is dedicated to their satisfaction.

Methodology

With over 10 years in the intelligence business, Primary Intelligence has perfected its research-gathering techniques, making it possible to achieve excellent response rates with high level decision-makers at targeted companies.

Primary Intelligence has also developed state-of-the-art analytical tools to help gather and review respondent information. These tools improve the ability to find points of impact on which to improve that will give your company the best results.

Client Experience in the Client Cycle

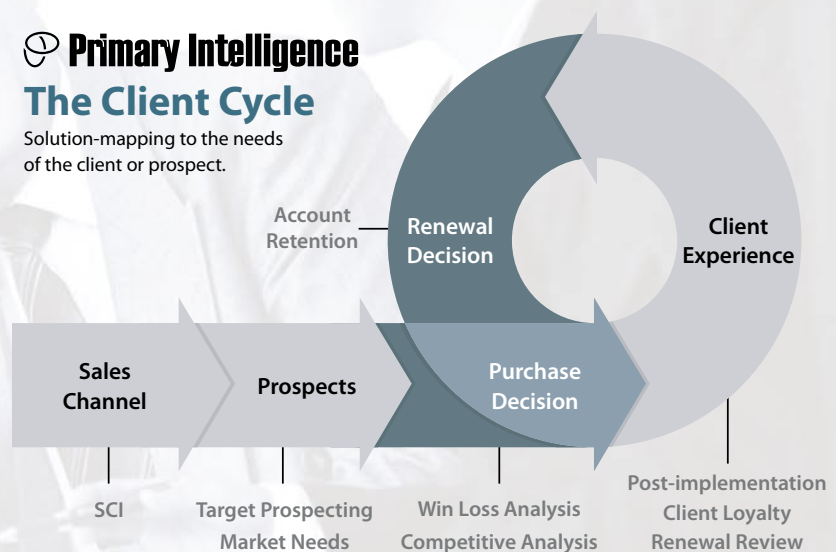
Your client's time as your customer will represent a good portion of its exposure to your company. It has gone through the "honeymoon" period when it was pampered by the sales professional who was trying to close the deal. Now, it is exposed to all the potential problems your company has in trying to fulfill that contract. By keeping tabs on the client's experience soon after the sale, during the bulk of the contract, and soon before renewal, you can anticipate and fix any dips in loyalty and satisfaction. By doing so, you keep it from becoming a

disgruntled client, ready to defect to the competition. Not only that, but when you resolve problems in a timely manner, you create more loyalty by proving that you listen and will respond to its concerns.

Primary Intelligence

The Client Cycle

Solution-mapping to the needs of the client or prospect.



© 2007 Primary Intelligence Inc.