

# Profiles LoyaltyPro™



Did you just lose one of your top customers and never saw it coming? Have you ever thought you were satisfying your customers, only to learn they were unsatisfied and went to the competition? With Profiles LoyaltyPro™ you will know when your customers are unsatisfied and at risk of leaving before they're gone.



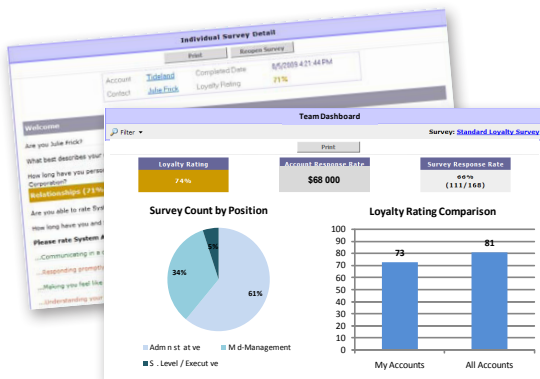
## What is Profiles LoyaltyPro™?

Profiles LoyaltyPro™ is a web-based customer loyalty surveying tool. Loyalty, as determined through the “voice of the customer,” is a leading indicator that predicts the “staying power” of an account.

Profiles LoyaltyPro™ offers companies a tool to gather ongoing, critical account intelligence that helps to assess the relationship between the buyer and the supplier, ultimately driving the action plan to improve customer service. Having insight into your customer’s perception of your relationship allows you to steer the strategic business efforts and initiatives of the account management teams to continually improve customer relationships and build a network of loyal customers.

### The Profiles LoyaltyPro™ system serves four basic functions:

- Collects, reports, and analyzes “voice of the customer” intelligence
- Measures key relationship dependencies between customer and supplier that determine loyalty
- Provides organizations with a Loyalty Index; a number between 0-100 that correlates to the risk of attrition (probability of losing the customer!)
- Generates the critical knowledge that influence the strategic account plan



## Did You Know?

- The average un-happy customer will tell 8 to 16 people about it.
- 91% of unhappy customers will never purchase service from you again.
- It costs **5 times** more to attract a new customer than to keep a current one.
- If you make an effort to remedy customer’s complaints, 82 to 95 percent of them will stay with you.

## Profiles LoyaltyPro™ Features

- Web-based custom surveys with survey tracking
- Translation capabilities
- Dynamic/customizable dashboard(s) that are tailored to organization’s needs and are easy to analyze
- Roll-up Gap Analysis providing a summary of ratings by question, by section, answer counts for each question, comments associated with each question, and an in depth view of your customer loyalty
- Query based filters that can be saved at the user and administrator level and shared across the application
- Built-in standard reports
- Custom reports are easy to develop
- User-defined email templates
- User-defined exports into Microsoft Excel

## What’s the next step?

Please contact your authorized Profiles International business partner for a complimentary demonstration.

<b>MEASURES</b>	<p>Key indicators that predict the staying power of the overall account relationship</p> <ul style="list-style-type: none"> <li>• Emotional Dependence</li> <li>• Structural Dependence</li> <li>• Business Dependence</li> <li>• Satisfaction</li> <li>• Performance</li> <li>• Economic Value to company</li> <li>• Alignment / Fit</li> </ul>
<b>USED FOR</b>	Retention and growth of existing client base
<b>DEVELOPED</b>	2001 and has undergone 4 upgrades to version 5.0
<b>CUSTOMIZABLE</b>	<ul style="list-style-type: none"> <li>• Company</li> <li>• Division</li> <li>• Department</li> </ul>
<b>REPORTS</b>	<ul style="list-style-type: none"> <li>• Company Summary</li> <li>• Roll-up Gap Analysis</li> <li>• Completed Surveys</li> <li>• Pending Surveys</li> <li>• Account</li> <li>• Contacts</li> <li>• Employees</li> <li>• Survey Comments by Question</li> <li>• Survey Ratings by Contact</li> <li>• Special Query Report</li> </ul>
<b>ADMINISTRATION</b>	Internet or Paper/Pencil

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