



LOYALTYPRO™

KNOW YOUR CUSTOMERS. KEEP YOUR CUSTOMERS.

THE
CHAPMAN
Sales Effectiveness Consultants GROUP

overview


LoyaltyPro™ is a web-based account loyalty surveying tool. It was developed to measure key indicators that predict the staying power of an account from the view of multiple points of contact within an account. Through the surveying process, critical customer feedback is generated that when analyzed can pinpoint critical business action items and drive business strategies.

It is important to understand that loyalty, which measures indicators across the duration of the relationship, is different than satisfaction, which measures whether or not a need has been met at a specific moment in time. LoyaltyPro™ helps to distinguish the two by separately tracking loyalty and satisfaction indicators. Ultimately, LoyaltyPro™ will improve the assessment of client situations using predictive analytics. These assessments will influence sales and customer servicing strategies to enable you to retain and grow your existing clients.

features

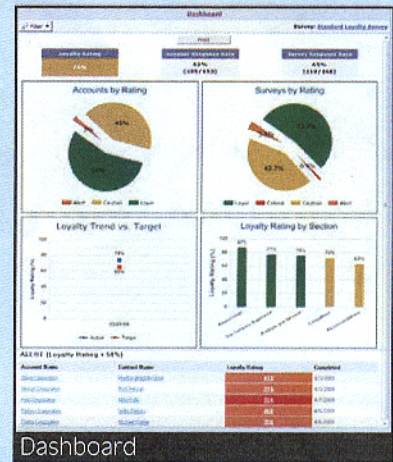
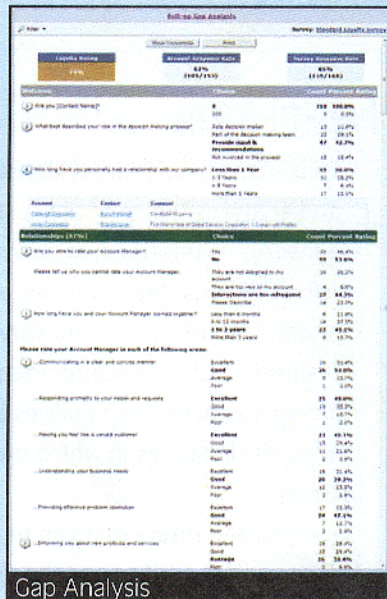
- Web-based customer loyalty survey tool that collects, reports and analyzes “voice of the customer” intelligence real-time
- Measure the relationship between the customer and supplier using the 7 key dependencies of loyalty
- Customizable (reports and survey) to meet your specific business / industry requirements
- Survey translation capabilities that allow the respondent to select the language in which they would like to complete the survey
- Query-based filters that can be created on-demand or can be stored and shared across the application for easy user access
- Provides organizations with a Loyalty Index; a number between 0-100 that correlates to the risk of attrition (probability of losing the customer)

benefits

- Utilize leading indicators to help determine the probability of account retention and attrition
 - Acquire important, actionable customer intelligence and feedback
 - Provides knowledge to support the development of a strategic account / business plan, enabling the proactive management of gaps between you and the customer
 - Reveals and clarifies critical issues
 - Assesses the strengths and weaknesses as perceived by the customer
 - Benchmark your relationship with your customers and determine how strategic initiatives impact that relationship
 - Discover new opportunities for business in your existing customer relationships
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technical specs

- Web-hosted software as a service
- Built on .NET platform
- No software to install and update
- Meets industry standard security requirements (more information available upon request)
- Compatible with pc's and macs



next steps

- Learn more about the importance of Loyalty: Download a White Paper at www.LoyaltyPro.com
- Learn how easy it is to use LoyaltyPro: Sign up for a private demo at www.LoyaltyPro.com
- Get answers to your questions: Call 800-755-1905 x13 and ask to speak with one of our consultants

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about TCG

For more than 20 years The Chapman Group has been providing integrated sales solutions to Fortune 1000 companies. Our integrated approach involving the use of software, training and strategy has provided some of the world's largest sales forces with the expertise to manage complex sales opportunities, develop strong relationships, streamline processes, shorten sales cycles and, most importantly, deliver real value to their clients.

Founded in 1988, and headquartered in Columbia, Maryland, The Chapman Group implements and institutionalizes proven strategic account methodologies through metric-based key account management software tools (XSalerator.com™ & LoyaltyPro™) and training (sales, team leader and manager coaching workshops across their sales function). The Chapman Group drives sales effectiveness by providing clients with a variety of proven and innovative best practices, including team-based strategic account management processes and metrics that effectively measure key areas of high impact within account management and associated sales opportunities.