



Current Customers

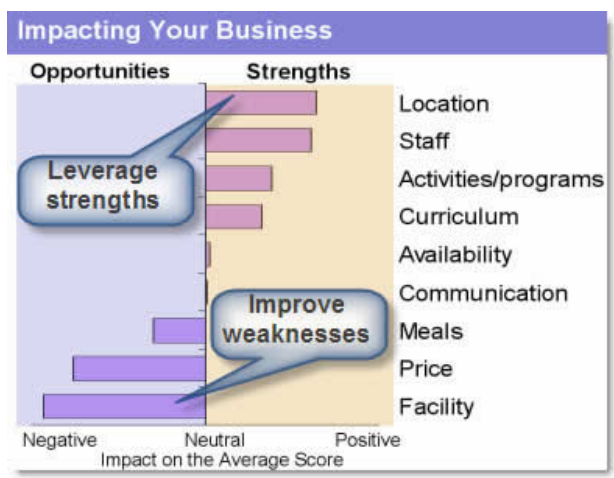
Customer Alliance

A Customer Alliance (CA) service is focused on connecting and enhancing your relationship with your existing customers. Your business will receive insights from, and provide feedback to, your clients based on interactions with your current customers.

In a competitive business environment, client interaction is essential for creating new opportunities, maximizing your clients' experiences and increasing retention. It is also important to monitor and manage the impact of poor service on your current customers because negative experiences often result in visible consequences for many small- to medium-sized businesses.

- Do you know how satisfied your customers are with the services they are receiving today?
- Do you know their requirements and in what ways they are dissatisfied?
- How can you address their concerns and needs and significantly improve their satisfaction with your existing resources?
- Do you know what potential opportunities exist for you to expand your business further?

Obtaining input from your individual customers may be helpful; however, the true power lies in harnessing their collective perceptions, which can lead to either the failure or success of your credibility and business.



What will I receive?

You will receive the specific information you need to improve your relationship with your clients and grow your business. This will include:

- Obtaining insights that highlight your key strengths and weaknesses
- Receiving recommendations to improve your customers' experiences and satisfaction
- Developing action plans to increase their loyalty
- Gaining market insights that will give you further opportunity to focus your action plans and communications with your customers

What will my clients receive?

You will provide your clients with better services, now centered specifically on their needs, and information so they can improve their experiences. In addition, they will receive:

- Immediate feedback to educate them so they can maximize their utilization of your current products and services
- Information about your current and future services that will target their needs
- Insights into your improvement plans so that they know their input has affected the direction of your business, thus increasing loyalty



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What are the benefits of a Customer Alliance service?

- Improving your customers' satisfaction and increasing their loyalty
- Becoming your customers' value-added service provider
- Knowing and being able to prioritize your key strengths and weaknesses
- Having the confidence to know exactly how to improve and expand your services
- Growing your business and, bottom line, increasing your revenues

How does the process work?

We work with you to establish a platform that facilitates client interaction on an annual basis. Establishing this interactive platform consists of a four-phase process that includes:

Phase 1 – Take the pulse – survey and feedback.

Phase 2 – Communicate findings and plans.

Phase 3 – Provide market insights.

Phase 4 – Update and plan.

We then repeat this process and refine each phase based on the results. You also continue to maintain and grow an alliance between your business and its clients.

How are AlliedInput's services different?

- Our services are unique because they focus on improving your relationship with your clients through the continual process of communication and interaction.

- Our analysis addresses the criteria that are having the greatest positive and negative impact on your business and provides in-depth recommendations for improvement based on our experience and your customers' insights.
- We assist you in interacting with your customers proactively and continually to enhance your relationship with them.
- We're not a survey company; a survey is just one of the tools we use in our service.

Why AlliedInput?

- AlliedInput's associates represent more than 35 years of experience at a leading IT research and advisory organization where they researched and developed new products as well as conducted consulting services for Fortune 500 organizations.
- Their expertise was key in developing products and services that were employed worldwide to measure and continually improve customer satisfaction, monitor significant business drivers and, bottom line, increase profits.

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