

Benefits

Provides a comprehensive, structured approach to uncovering all of the opportunities to improve the effectiveness and efficiency of your marketing, sales and customer service operations.

Helps you to build consensus among all of your CRM stakeholders with regard to your current situation and the approach you should take to CRM.

Improves the morale of all of your customer-facing personnel by giving them the opportunity to provide valuable input.

Quick & Easy Information Gathering

Easy to complete, web-based surveys for marketing, sales, customer service, executive mgmt., etc.

Automatic consolidation of multiple surveys into a single enterprise analysis.

B2B, B2C and industry-specific survey templates.

Customizable survey content to meet your enterprise's specific needs.

Interactive Report Viewer for Comprehensive Results Analysis

Current situation analyses. Problem identification and prioritization using "gap analyses".

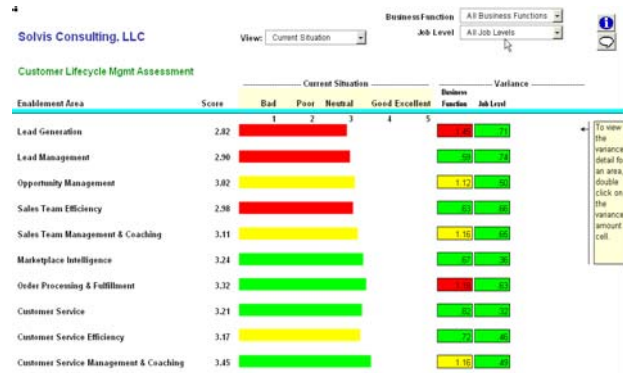
Top 10 strengths and weaknesses analyses.

Built-In Analytic Features

Color-coding of strengths and weaknesses.

Automatic report filtering.

Drill-down analysis for more detailed results exploration.



Customer Lifecycle Management Assessment

Other Assessments

The Customer Focus Assessment

The Customer Insight Analysis

The CRM Maturity & Risk Assessment

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