



The
CUSTOMER'S

MindTM

Today ... companies/service providers are
looking for viable ways to differentiate
themselves as a value added supplier!

Many companies claim to be exceptional yet few
can actually tell you how or demonstrate why!

The Customer's Mind[®] has a unique methodology
which identifies where to be exceptional,
prioritizes any gaps and helps you prove it!

TCM Customer Engagement and (Customer
Driven) Quality System

TCM Point of Contact Monitoring

TCM Sales Relationship & Account Evaluation

TCM Employee Gap Analysis

TCM Due Diligence

Solution: TCM Customer Engagement and (Customer Driven) Quality System

The Customer's Mind® (TCM) Performance Assessment is a measurement tool designed to help management quantify the organization's business operations, based on key performance indicators (KPI's).

You can actually think of this application as a customer driven quality system that lines up with internal measurements.

Often internally based quality measurements do not consider whether or not the performance actually translates in true customer value.

Is the customers perception on your performance consistent with your actual performance? Is your perception on what is important to your customers consistent with their views?

Solution: TCM Point of Contact Monitoring

The Customer's Mind® Point of Contact (POC) Monitoring system gains feedback from your customers after a specific contact (i.e. customer service call, sales call, repair call, etc.).

This allows for ongoing monitoring of service quality by region, specific account, field representative, type of incident, or any other segmentation required.

This information is consolidated and automatically directed into our real-time, online report writers, which allows you to effectively monitor performance, and allocate resources through a simple web-interface in REAL-TIME, anytime... from anywhere in the world.

Solution: TCM Sales Relationship & Account Evaluation

This is a specialty survey application that is run regularly, where we gather feedback from specific customers and provide you with individualized customer reporting.

You can look at their views consolidated into an account report and segment by function or in many cases look at individual feedback from key people.

Solution: TCM Employee Gap Analysis

The Employee's MindTM Employee Gap Analysis program asks employees to respond from the point of view of the customer.

The employee feedback is then cross-referenced with your customers' feedback by segment so that everyone can understand the gaps in thinking.

The goal is to highlight where perceptions converge and diverge.

This helps management and the employees to truly understand the key differences between customer and employee perceptions as often *bad* performance is based on *poor* understanding.

Solution: TCM Due Diligence

The Customer's Mind® Due Diligence is a valuable tool that can help any business manage its risks both before an acquisition or after the sale during integration.

This program measures customer engagement, employee loyalty, and the performance of the sales force from the perspective of current and prospective customers.

We can actually put a hard metric and measure the value of goodwill more accurately than ever before.

Combining and analyzing the perceptions of these key stakeholders better positions the newly formed organization to meet and exceed customer expectations.

Solution: Sales Process Analysis

The Customer's Mind® Sales Call Analysis is an essential tool for helping sales-oriented organizations “seal the deal.”

Once the sales meeting has been arranged, the sales person can gain information *before* the initial call as to what exactly the potential client is looking to do

Then after the call that focused more on the solution, then the sales person can find out how the meeting went and the client's honest perspective on the viability and the possible next steps.



High performance operations can achieve The Customer's Mind **Seal of Excellence** certification.

This designation shows your commitment to understanding and meeting the needs of customers!

Once you qualify, the seal can be used on all documentation as a sales and customer / employee retention tool.

