

The background of the slide features a person's face in a thinking pose, overlaid with a grid pattern. A large yellow arc is on the left side. A horizontal dotted line with three left-pointing arrows on the left and two right-pointing arrows on the right passes through the person's face. A white circle highlights the person's nose and mouth area, with four lines radiating from it towards the corners of the frame.

# Enterprise Feedback



 theMINDSUITE.COM



## Who We Are



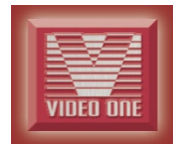
## Who We Are?

TheMindSuite™ is the leading provider of ongoing automated stakeholder *Feedback and Dialogue Solutions*.

We enable our customers to gain unprecedented insights to optimize their customer, channel partner, vendor and employee relationships.

This quickly improves financial performance by increasing loyalty, optimizing engagement and building brand advocacy.

# Companies We Have Helped





## What We Do



# The Benefits To You!

## Measureable Financial Performance Improvement

- Lower Operating Costs
- Lower Health & Safety Costs
- Reduced Churn in All Account Categories
- Increased Cross Sell and Up sell Opportunities
- Greater Referrals and Resulting Business
- Increase Revenue
- Greater Internal Accountability
- More Informed Decision Making
- Increased Loyalty and Positive Word of Mouth





# TheMindSuite™ Dialogue Solutions

## The CUSTOMER'S **Mind™**

Customer Engagement  
Top Account Engagement  
Small Account Engagement  
Channel Partner / Distributor /  
VAR Engagement  
Customer's Customers  
Engagement  
Brand Engagement

## The EMPLOYEE'S **Mind™**

Employee Engagement  
Leadership Engagement &  
Alignment  
Sales Engagement  
One to One Employee  
Engagement  
Employee Customer Alignment



# What We Measure

- ① Core Competencies (i.e. order processing, logistics, customer service etc.)
- ② Value add capability (innovation, problem solving, storytelling, great experiences etc.)
- ③ Loyalty (propensity to recommend)
- ④ Forecast (spend, tenure, intent etc.)
- ⑤ Brand advocacy

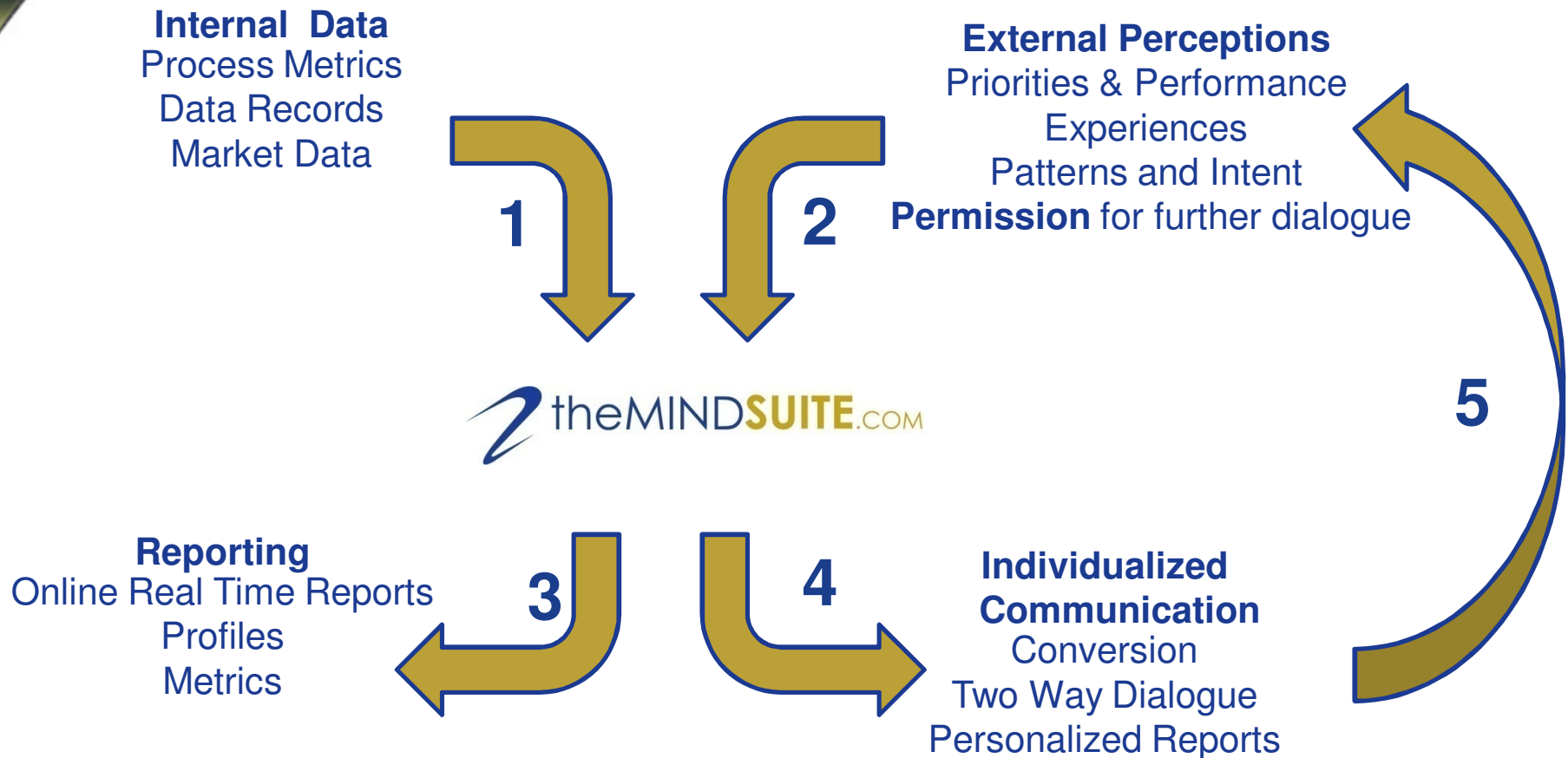




# How We Deploy!

- ① Apply an end-to-end view of the total experience over time on all touch points.
- ② Link actions to financial performance.
- ③ Efficiently collect the right feedback from the right stakeholders at the right time through our adaptive technology.
- ④ Distribute actionable and prioritized insights to appropriate employees & channel partners utilizing TheMindSuite™ Index.
- ⑤ Create and constantly build a knowledge center for data mining, training, best practices benchmarking, and monitoring.
- ⑥ Segment and engage stakeholders on a one-to-one basis through highly individualized communications that address demographic factors as well as their buying style.

# How We Deploy!





# TheMindSuite™ Organization





# The Value Proposition



# TheMindSuite™ Solution

## Our Value Proposition

1. Strengthen relationships by creating ongoing dialogue with respondents through **personalized** and **automatic** communications (written, audio and video techniques)
2. **Real Time** secure deployment and reporting (24/7/365).
3. Unique and automated **conversion tools** that **move** the stakeholder to a particular **action** (loyalty, increased spend, referrals, testimonials, new spend, greater education etc.)
4. Multiple language capability - **all** documented languages (by demonstrating cultural respect, we **increase participation** and **increase the quality**)
5. **Benchmark** against best practices, customer expectations, customer perceptions, the competition, different time periods and employee views.
6. Advanced technology means much **greater reach and significant savings** from other methods

# TheMindSuite™ Solution

## Our Value Proposition

7. Segment and compare demographically and psychographically through population control tables, attitudes and many other factors (almost unlimited)
8. Use of Appreciative Inquiry (AI) techniques helps leverage strengths and gain significant advantage.
9. Knowledge capture that can be mined for training and recruitment purposes and to understand deep incites and limit the loss of intellectual capital.
10. Integrate the views of all stakeholders (customer employee supplier etc.)
11. Full data capture so that respondents do **not have to continually enter personal information** each time they respond (individual profiles are created).
12. Ability to become **Certified Customer Friendly** and/or **Certified Employee Friendly**





# TheMindSuite™ Solution

Orkin Canada - Windows Internet Explorer

http://www.orkincanada.ca/en-ca/

themindsuite customer friendly certified

File Edit View Favorites Tools Help

Orkin Canada

Page Tools



Français

search:  GO

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## Certified Technicians



Every Orkin technician receives rigorous training and certification.

LEARN MORE

## Free Professional Consultation



Orkin experts can help you pinpoint vulnerabilities and identify preventive solutions.

SIGN UP NOW

## Recent News

MORE

- Orkin/PCO Services Named a Best Employer for Canadians Over Age 50
- 2005 Gold Medal IPM Partner Awards Recognize North America's Best at Integrated Pest Management
- 2005 Gold Medal IPM Partner Award Finalists Announced

Orkin is Canada's largest pest control provider and a leader in the development of fast, effective and environmentally responsible pest control solutions. Our professionals are the best in the business and we're ready to help you – anywhere in Canada, 24 hours a day.

LEARN MORE



As one of the largest providers of commercial pest management services in North America, Orkin PCO Services has set the standard for pest management in Canada. Our customized programs are backed by the industry's most comprehensive guarantees, helping us

## Guaranteed Satisfaction



With Orkin service, you also benefit from a Triple Guarantee that's unsurpassed in the industry.

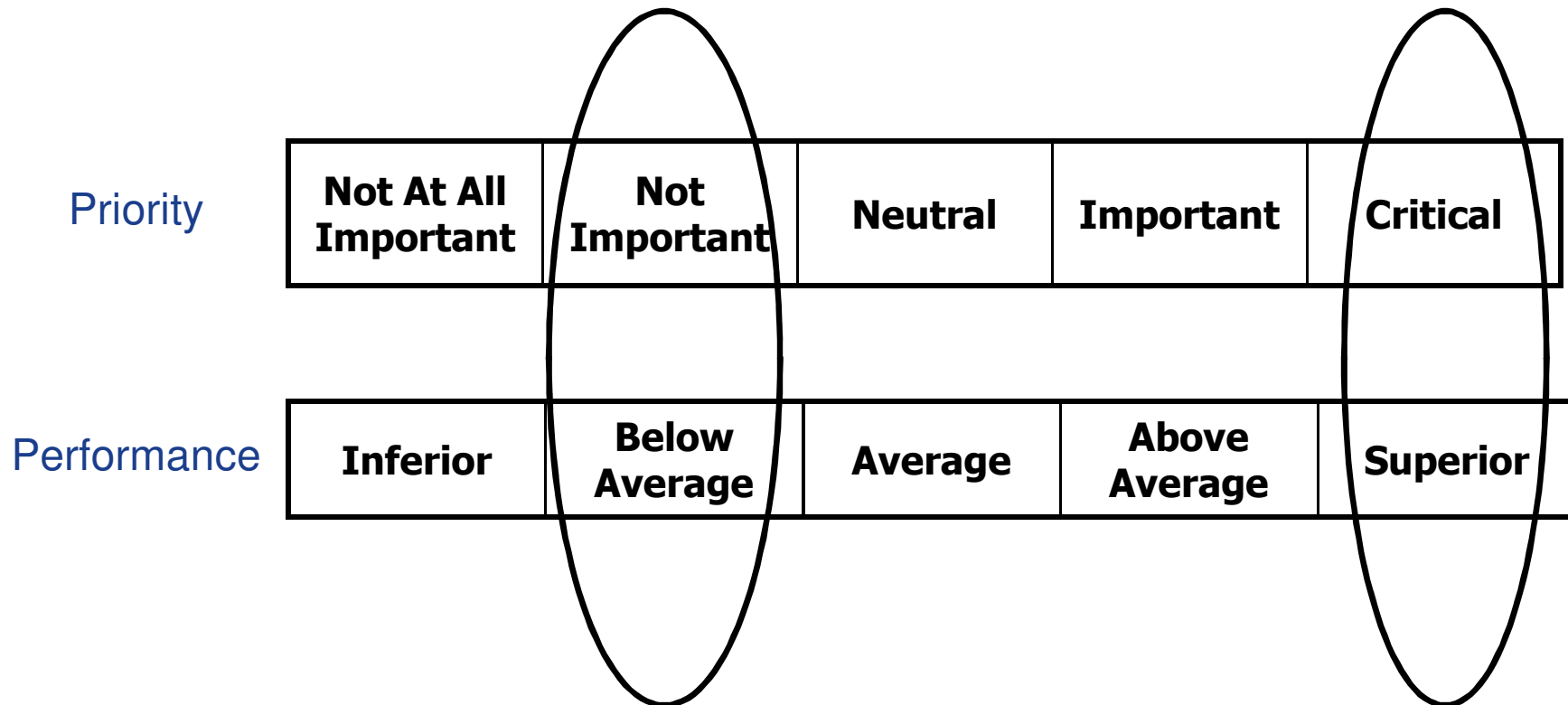
LEARN MORE



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# TheMindSuite™ Value Proposition

## 9. Use of our proprietary TheMindSuite™ Index



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Priority

<b>Not At All Important</b>	<b>Not Important</b>	<b>Neutral</b>	<b>Important</b>	<b>Critical</b>
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Performance

<b>Inferior</b>	<b>Below Average</b>	<b>Average</b>	<b>Above Average</b>	<b>Superior</b>
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## 9. Use of our proprietary TheMindSuite™ Index

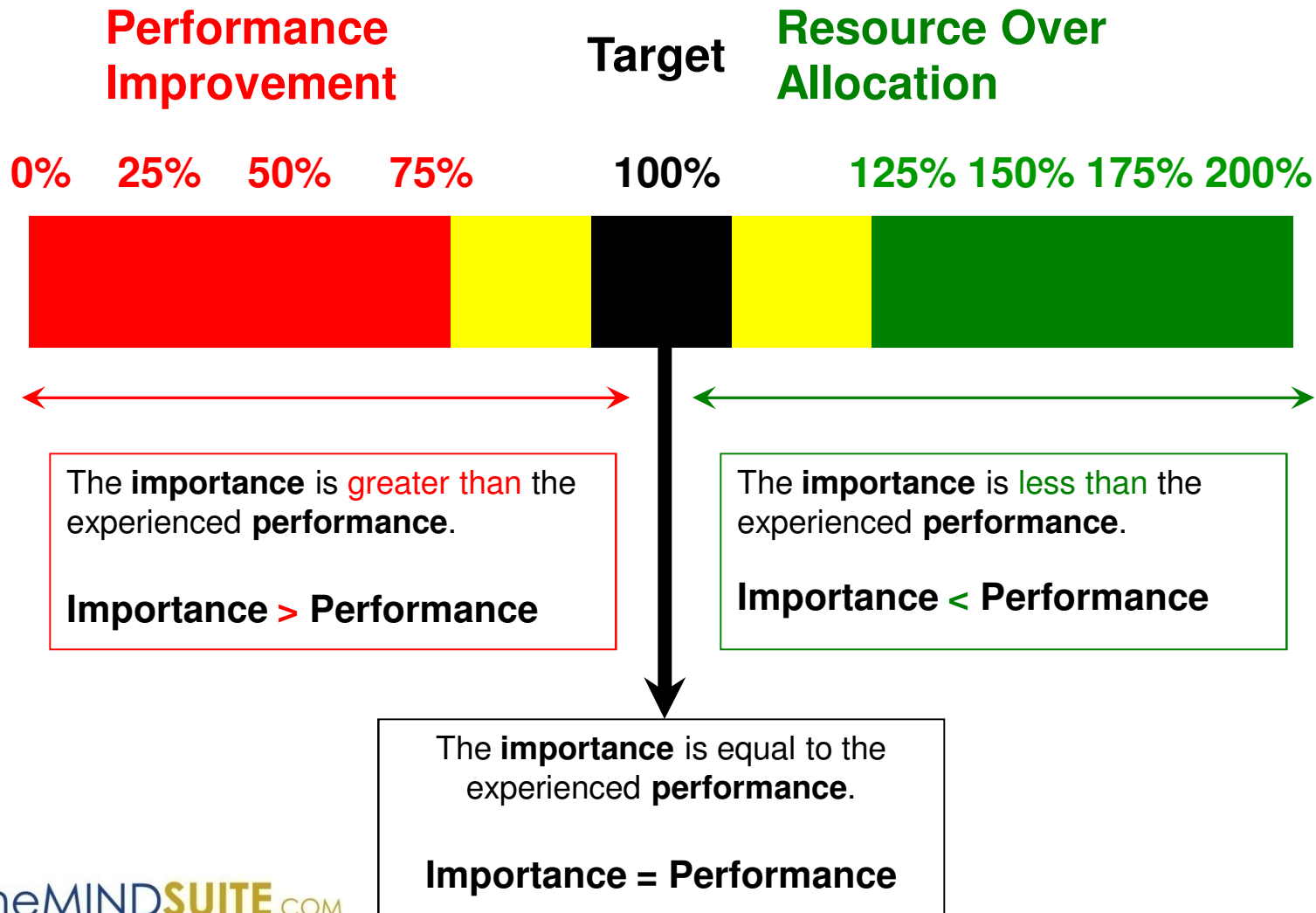
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# TheMindSuite™ Value Proposition





**Pulling It All Together!**

