Building Stronger Business Relationships by Changing the Conversation

Bob Mortenson
Principal

Chris Reimann
Principal
It takes two to have a relationship

“A relationship is an ongoing conversation with a customer, in which the customer never thinks of you without thinking of the two of you.”

- Tom Peters, bestselling author on business management processes
Typical B2B relationship

Provider

Sales Professional, Customer Service

Company Contacts, Buyers

Customer

Executives

Sales and customer service have relationship with buyers and specific functional players

Buyers and functional employees try to buy products/services that fulfill upper management requirements
Some conversations are happening...

There’s an ongoing conversation between the sales professional, customer service, and their direct contacts

- Vendor questions, problem solving
- Customer satisfaction surveys
- New product/service introductions
...but senior decision makers aren’t always involved

Sales professionals and customer service rarely interface directly with company executives. Vital company information can be missed, such as:

- Strategic direction
- Business goals
- Business issues
Other conversations are even more rare

What if your top executives and your customer’s top executives could align their goals better?
What would you do with better information?

- Provide products/services that better met your customer’s needs
- Customize your offerings to better align with your customer’s strategic goals
- Become an integral player in your customer’s strategic planning process
- Build your business by becoming an indispensable partner in your customer’s business
Most information-gathering is like a rear-view mirror

- Customer satisfaction surveys (CSAT)
- Competitor research
- Sales professional feedback

...without shedding light on broad customer issues today and in the future

- Tactical solutions needed now
- Overall strategic direction
- Companywide challenges
enCOMPASS enables a new way to view the customer landscape

A comprehensive relationship building program that’s more than just a survey.

- Widens your perspective by including the unique views of all the stakeholders that matter in your customer’s organization.

- Goes beyond day-to-day issues so you can view your customers’ needs at both a practical, tactical level as well as a macro level.

- Deepens customer relationships by involving a broad cross-section of top decision makers and coming up with joint solutions.

- Helps identify your own company’s strengths and weaknesses.

- Provides detailed insight to make confident decisions about your own company’s overall strategic direction.
We have the results of our CSAT, but we still don’t know…

**Specifics**
- What are the specific things that matter to my customers?
- To what *degree* do they matter? A lot? A little?
- What *don’t* they care about?
- Who else are they working with that does things better?

**The big picture**
- Are we even talking to the right people? Who are the stakeholders?
- What does senior management care about?
- Does senior management even think about my product, or know how it can help?

**How we can change things**
- Which customers have issues?
- If there is an issue, what’s an ideal solution?
- Who in our company should take ownership of customer issues?
- Do we need to take our company in a different direction?
Instead of a one-way, one-size-fits-all survey...

“Another customer survey. I guess I’ll fill it out. I wonder if they read these things?”

Have an effective, two-way conversation by asking the right questions

- Tailored by you for your customer – focused on topics most important to them
- Incorporating all principal measures of your relationship: product, service, sales, purchasing
- Starting a dialogue: customer feedback is acted upon directly
In addition to talking to your everyday contacts...

“Sure, we’ll order more of those...I’m sure my boss will approve it.”

Start a conversation with VP and executive-level decision makers

- Learn what they’re thinking: top concerns, strategic direction
- Work together to develop new solutions
- Become an integral partner in your customer’s success
changes the conversation

Learn about competitors, but also...

“Will my customers leave me because my competitor offers something better?”

Set your own high bar for relationship goals

- Learn what your customers like most about your company
- Understand what they consider to be the most important aspects of your product or service
- See how they compare specific aspects of your service to the “best performance” they’ve experienced with others
- Don’t try to keep up with competitors, move past them by meeting your customer’s high-level needs
changes the conversation

Instead of keeping things open-ended...

“I filled out that survey... I wonder if they’re going to do something about it...”

Close the loop

• Acknowledge the input received – a major first step with customers
• Leverage strengths cited, and address areas for improvement
• Link actions to input: find the balance between customer and company needs
• Create win-win solutions that increase your and your customer’s success
Instead of only a few team members involved in the conversation...

“Let’s ask the customers how they like our services, and ask them to rank our competitors...like we always do.”

Get key internal stakeholders into the process

- Include C-suite, functional, and field positions
- Ask customers the questions that enable key departments to take action on the results
Instead of using surveys to look into the past...

“Let’s see, what did they think of our service last month…”

Leverage broad-scale information to impact your customers now and in the future

- Dive in with effective, tactical solutions that solve customer problems
- Long-term, refine strategic direction and innovation goals
- Set internal targets based on new definition of “best performing”
- Link to internal individual/team performance measures (e.g., bonuses)
scale is fit to you – growing from pilot to larger program over time is common

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brings you full-circle: from inquiring about customer’s needs, to fulfilling them better than anyone else can.

**Take Action**
- Understand “why” business customers respond the way they do
- Individual account level feedback to engage customers
- Corporate level outputs to identify company strengths, weaknesses, targets and performance measures

**Hear All Key Stakeholders**
- Engage all business customers individually, a census not just a sample
- Talk to multiple stakeholders within customer organization
- Explore all relationship elements, experiential and emotional

**Align Feedback**
- Integrate business customer & corporate data
- Metrics to support customer-related goals
- Specific stakeholder, sales, strategic plans in your business

**Target Specific Needs**
- As broadly or narrowly as you want
- Quickly focus on key areas important to you and your customers
- Target specific respondent types

[Diagram showing the cycle of Actionable, Holistic, Integrated, Customizable with the enCOMPASS logo]

Growing Retention, Loyalty & Advocacy
helps build relationships that make your company indispensible

Not just another survey to fill out

✓ Very customized, customer-friendly experience
✓ Very efficient survey – rich inputs, customized, typically up to 15 minutes in length
✓ Closes the loop: your customers are heard and receive direct feedback from you

Provides precise guidance for companywide action

✓ Rolling up the results will steer actions: global, theater, functions, BU, ...
✓ Sharing results with (key) accounts is starting point for collaboration on solutions

Measures the effectiveness of those actions

✓ Testing, synthesis, communications, actions, retesting ... all demonstrate to your customer (and internally) the drive toward continual improvement
helps build relationships that make your company indispensable

Shows your customer you want to do the best you can for them, not just try to beat the competition

✓ Sends message that “best performing” is the goal for every measure
✓ Gathers competitive intelligence, while preserving “relationship” nature of program

Forges new relationships

✓ Gets your customer’s high-level executives involved in the process
✓ Provides insight into your customer’s strategies and goals
✓ Enables you and your customer to develop solutions together

Has the customer prescribe actions to “close the gap,” or describe strengths

✓ They state exactly what should be done, or why you are strong – no guesswork
✓ Empowers customers – their voice is heard directly
helps build relationships that make your company indispensible

Provides key roles for broad range of your internal stakeholders

✓ From C-suite, to corporate, to functional, to BU ... to field
✓ Roles in designing program/survey topics/measures
✓ Responsibilities for understanding results and taking action

Helps set performance indices critical for internal target setting

✓ Setting fixed targets or targets relative to “best performing”
✓ Targets for both top level indices and key underlying measures
✓ Linkage to internal individual/team performance measures (e.g., bonuses)
About KS&R

Founded in 1983, Independently Owned and Operated

- 225+ employees, including 75+ professionals; no “sales” group
- Exceptional staff of top researchers and industry specialists

Generated Consistent Growth Over Our 29 Years

- Organic, allowing us to stay focused on our clients
- Client retention averages 8+ years

Rated Best-in-Class by Industry and Clients

- Rated by industry as a top-tier market research provider
- Rated by clients as being accountable, proactive, communicative, responsive

Global Reach

- Own contact centers in Americas and EMEA, and maintain a Global Partner Network in APAC and ROW
- Conduct research in over 100 countries and 50 languages
- Reputation for communicating with hard to reach respondents (e.g., executives)
KS&R in Competitive Comparison

- KS&R ranks 1st overall on the 2010 Gold Index as a custom market research supplier.
- KS&R ranks #1 in overall satisfaction and communication skills.
- KS&R is a top-tiered firm in data quality, analytical skills, on-time delivery and value-for-money.

Client Satisfaction with KS&R

![Chart showing satisfaction ratings](chart)

- **Pushes close to a perfect 5**
- 1-5 Scale, 5=Very Satisfied

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2010 Survey of Market Research Supplier Quality and Value, Prevision Corporation & Inside Research, August 2011

Over 500 suppliers of market research and modeling services were mentioned and rated by 300 respondent researchers in buying firms
Thank you
Let’s talk more about how KS&R’s

enCOMPASS®

can benefit your business

Contact Information:

Chris Reimann
Principal
creimann@ksrinc.com