

Are your customer relationships for ever or just one day?



Are your customer relationships here today and gone tomorrow? Managing the interaction between your company and customers can be the key to enjoying longer, more meaningful and more profitable relationships.

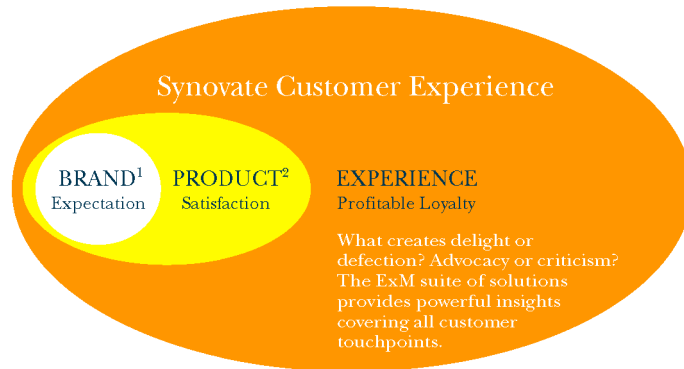
What is it? When companies and customers meet, how do they engage? Should it be geared towards a one-night stand? Or a long-term relationship? What are the interactions at the different touchpoints that will lead to the most successful (and profitable) relationship?

Synovate Customer Experience is a global business practice specialising in the profitable management of the total sum of all customer interactions: the Customer Experience.

With many products and services in any given market today evenly matched in functionality, price and quality, the customer experience is shaping up to be one of the most critical battlefields in business today.

Come discover what Customer Experience management can do for you.

How does it work?



1. The use of brand communications to create customer expectations has long been the staple of mass marketing and is the specialty of Synovate's Brand & Communications practice.

2. Optimising all dimensions of your product to satisfy client needs is the specialty of Synovate's MarketQuest practice.

Synovate's Experience Management (ExM) suite of research solutions represents more than 20 years of expertise gained from working at the frontline with customers. The ExM suite is hands-on, practical, and effective. These offerings have been engineered from the ground up for more speed, flexibility, cost-effectiveness and accuracy than any other products on the market.

- ExM Customer

ExM Customer takes a 360° view of the total customer experience to identify and prioritise the specific areas that drive customer loyalty and ultimately affect a brand's profitability. ExM Customer uncovers both the rational and emotional drivers of customer behaviour using a proven, reliable, fact-based approach. With ExM Customer, Synovate takes the mystery out of measurement and focuses on fast, efficient delivery of actionable insights to improve your business results.

- ExM Tracker

ExM Tracker is a comprehensive, cost-effective platform for continuous, real-time tracking of your day-to-day customer contact performance. Dynamic and automated, ExM Tracker keeps front-line employees focused on what matters most to customers and allows you to fine-tune the standards and procedures used to deliver each customer experience.

Who is behind it?

Synovate's global Customer Experience group brings together hands-on market research specialists with significant expertise in their field. Their focus? Road-tested theory applied.

Want to
know more?

To learn more about how Synovate's Customer Experience practice can help your business, pay us a visit on the web at www.synovate.com/experienceit/