

Blackstove Customer Survey

Discussion Document

11/21/03

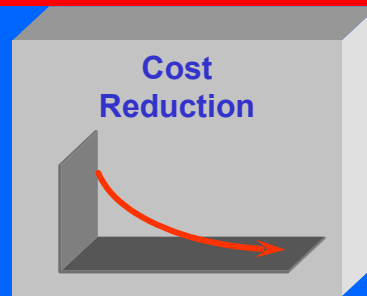
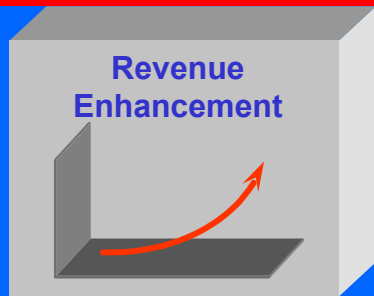


What are your goals and objectives?

Proposition:

Through the use of a customer survey, Black Stove Shops wants to improve its bottom line.

An improved P&L will come from three areas...



Key Economic Levers

- Faster Decision Making
- New Customers
- New Products

- Lower Trading Costs
- Lower Support Costs
- Lower Inventory Costs

- Better Information Sharing
- Enhanced Physical & Logical Infrastructure

Examples

- Quickly identify trends and opportunities
- Monitor more products and resell fewer more effectively
- Enhance customer experience to create more sales per customer
- Increased client reach with effective marketing

- Sales per employee can be increased by use of other channels
- Outsourcing non-strategic functions
- Decrease time looking for data into acting on it
- Improve order and installation accuracy

- Minimise risk by updating inventory prices faster
- Protect revenue at risk by faster decision-making
- Decrease potential consumer liability

A customer survey should collect the data necessary to make strategic decisions

This data should address the levers and drivers from the previous page

- **Quickly identify trends and opportunities**
- **Monitor more products and resell fewer more effectively**
- **Enhance customer experience to create more sales per customer**
- **Increased client reach with effective marketing**
- **Sales per employee can be increased by use of other channels**
- **Outsourcing non-strategic functions**
- **Decrease time looking for data into acting on it**
- **Improve order and installation accuracy**
- **Minimise risk by updating inventory prices faster**
- **Protect revenue at risk by faster decision-making**
- **Decrease potential consumer liability**

What information do you need?

Customer segmentation ideas:

- According to Mature Marketing & Research, over 40 percent of Boomers shop online and actively use e-mail.
- According to the Federal Reserve Bank of Boston Senior citizens place high priority on the presence of courteous and friendly employees in store locations, and are reluctant to use self-service options.
- Women place a greater priority on service personalization and consistency. According to research by Primus, women have higher expectations of the online customer service experience than men.
- Men prefer simple and straightforward shopping and service experiences, where convenience is paramount. According to advertising firm Foote, Cone & Belding, just as most men don't like to ask for directions, they also don't like to ask for service.

Survey Tips

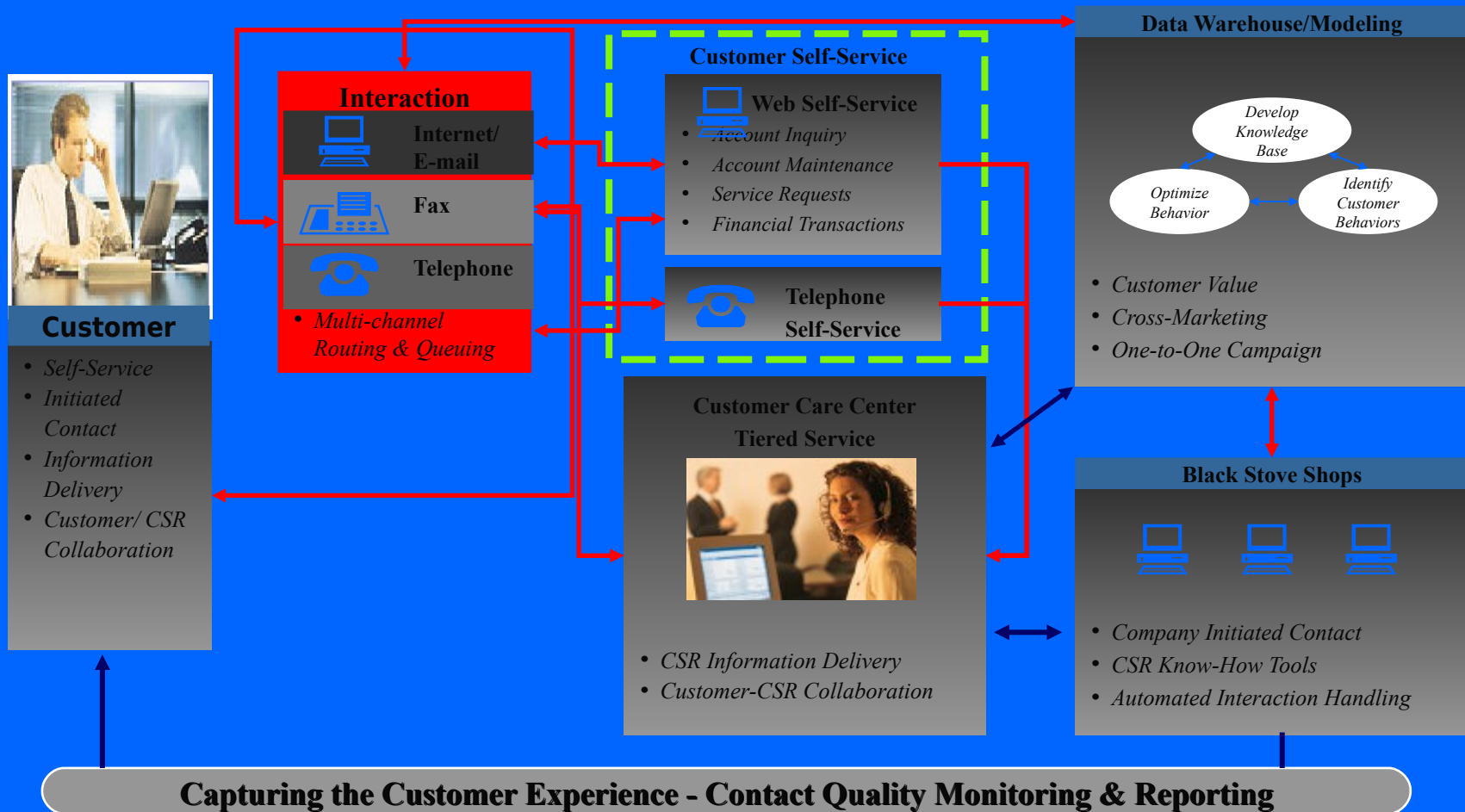
- Funnel Method. Start with broad questions and then get more detailed. Questions read better when there is a logical progression.
- Use the appropriate questions styles. Each question has specific strengths and benefits. For example, in many cases the matrix rating questions provide more detailed and relevant responses.
- Use headings to separate question categories and to introduce different sections. Headings help respondents stay on track and avoid confusion.
- Certain variables affect your response rate, i.e., survey topic, the number of questions, and incentive offered.

Internal (store collected) and external (survey, web, etc., collected) data collection could be expanded with time.

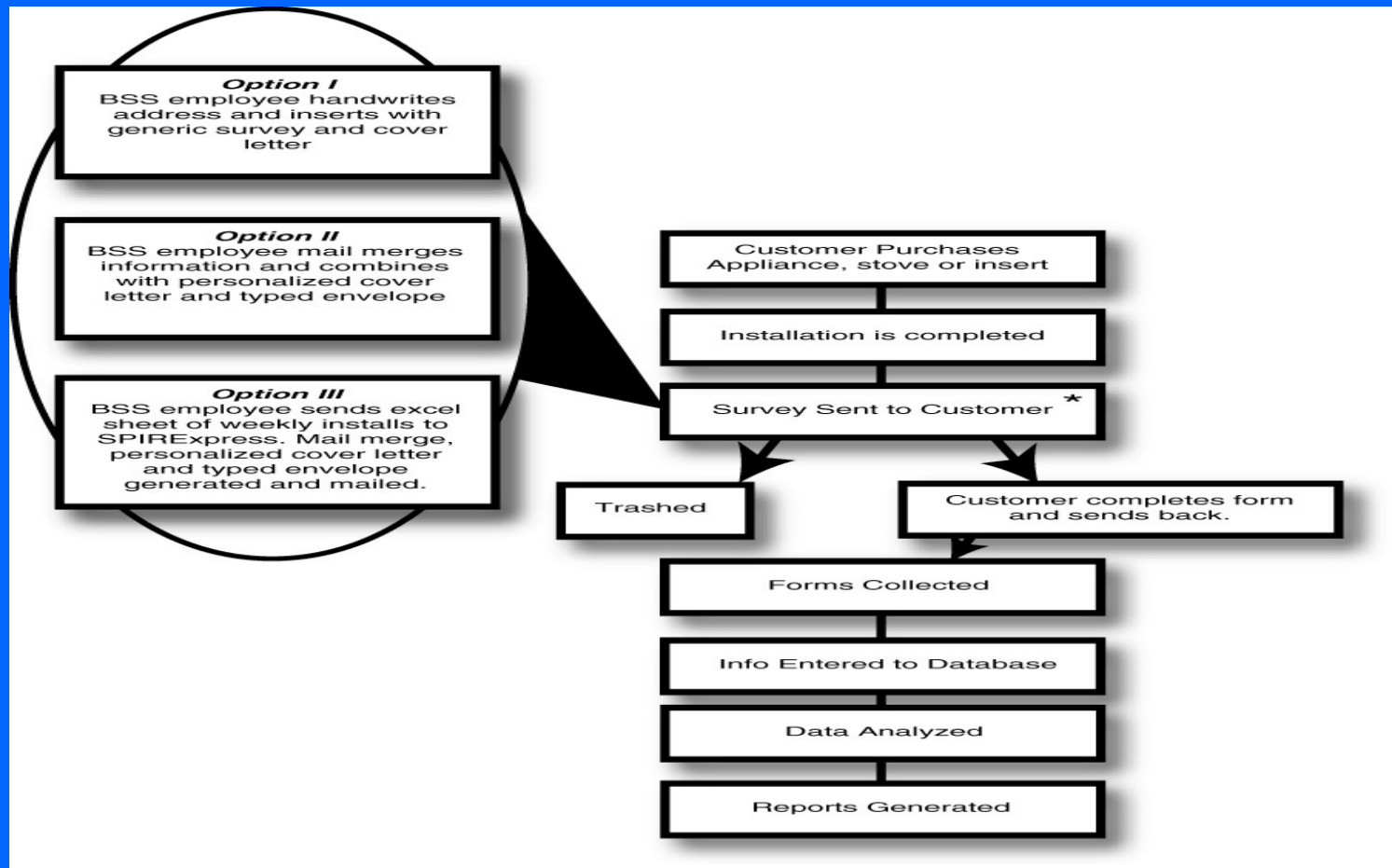
Examples

	Release 1	Release 2	Release 3	Release 4
	<ul style="list-style-type: none"> • Customer Profile : <ul style="list-style-type: none"> Σ Name Σ Social Security Number • Account Profile : <ul style="list-style-type: none"> Σ Account Type Σ Account Registration Σ Account Financial Profile : <ul style="list-style-type: none"> Σ Account Balance & Positions • Customer Contact History: <ul style="list-style-type: none"> Σ Contact Reason & Type Σ Contact Audit Trail • Basic CRM data : <ul style="list-style-type: none"> Σ Customer Segment/Value Σ Targeted offers/promotions 	<ul style="list-style-type: none"> • Customer Profile Detail : <ul style="list-style-type: none"> Σ Home/Work/Cell Phone Numbers Σ E-Mail Addresses Σ Home/Work Addresses • Expanded Account Profile: <ul style="list-style-type: none"> Σ Account Portfolio (other accts) Σ Enrolled Services/Promotions • Expanded Account Financial : <ul style="list-style-type: none"> Σ Balances/Positions in other accounts (summary) Σ Account Activity Σ Customer Transactions Detail 	<ul style="list-style-type: none"> • Expanded Customer Profile Update*: <ul style="list-style-type: none"> Σ Log-on Password • Expanded Account Profile Update*: <ul style="list-style-type: none"> Σ Change Acct Ownership Σ Cancel Account/Service Σ Enhanced CRM data • Enhanced CSR Scripting 	<ul style="list-style-type: none"> • Account Features Fulfill : <ul style="list-style-type: none"> Σ Order duplicate stmt Σ Collateral Order* : <ul style="list-style-type: none"> Σ Request brochures • Advanced CRM data <ul style="list-style-type: none"> Σ Integration with real-time CRM models Σ CSR, Cross Marketing, Campaign Scripting

As important as the data is, without an efficient process to collect, analysis, and deliver reports, the data is useless



We propose a simple, efficient (inexpensive!) process to begin



*Installer can give survey or use our web survey capability, increasing responses

But no matter the data or the process to collect it...

Information is power, but it is analysis that turns the power on

**Our mission is to create management reports which will help you
improve your bottom line**

Where do we go from here?

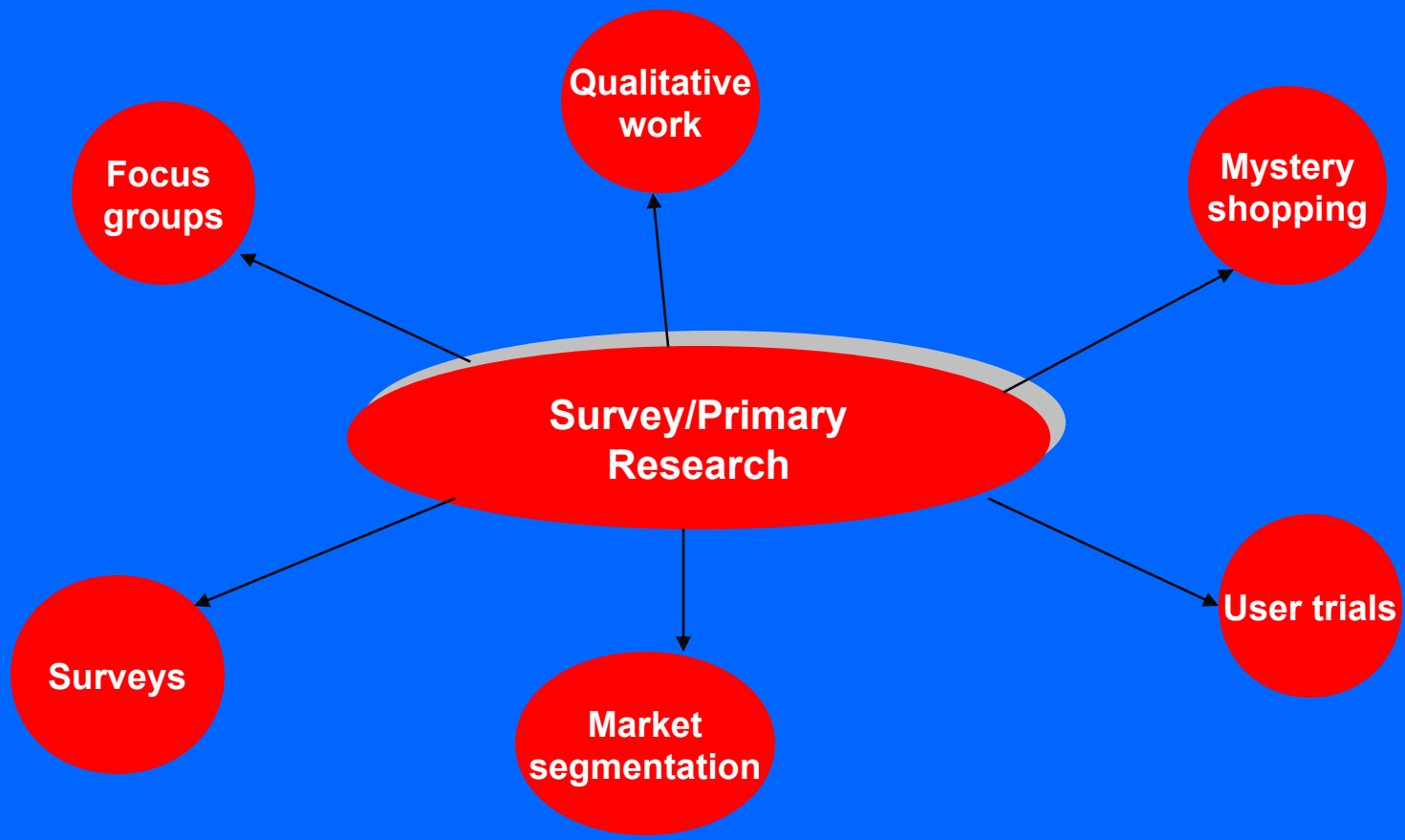
We work closely with our clients - it is a two-way, interactive process



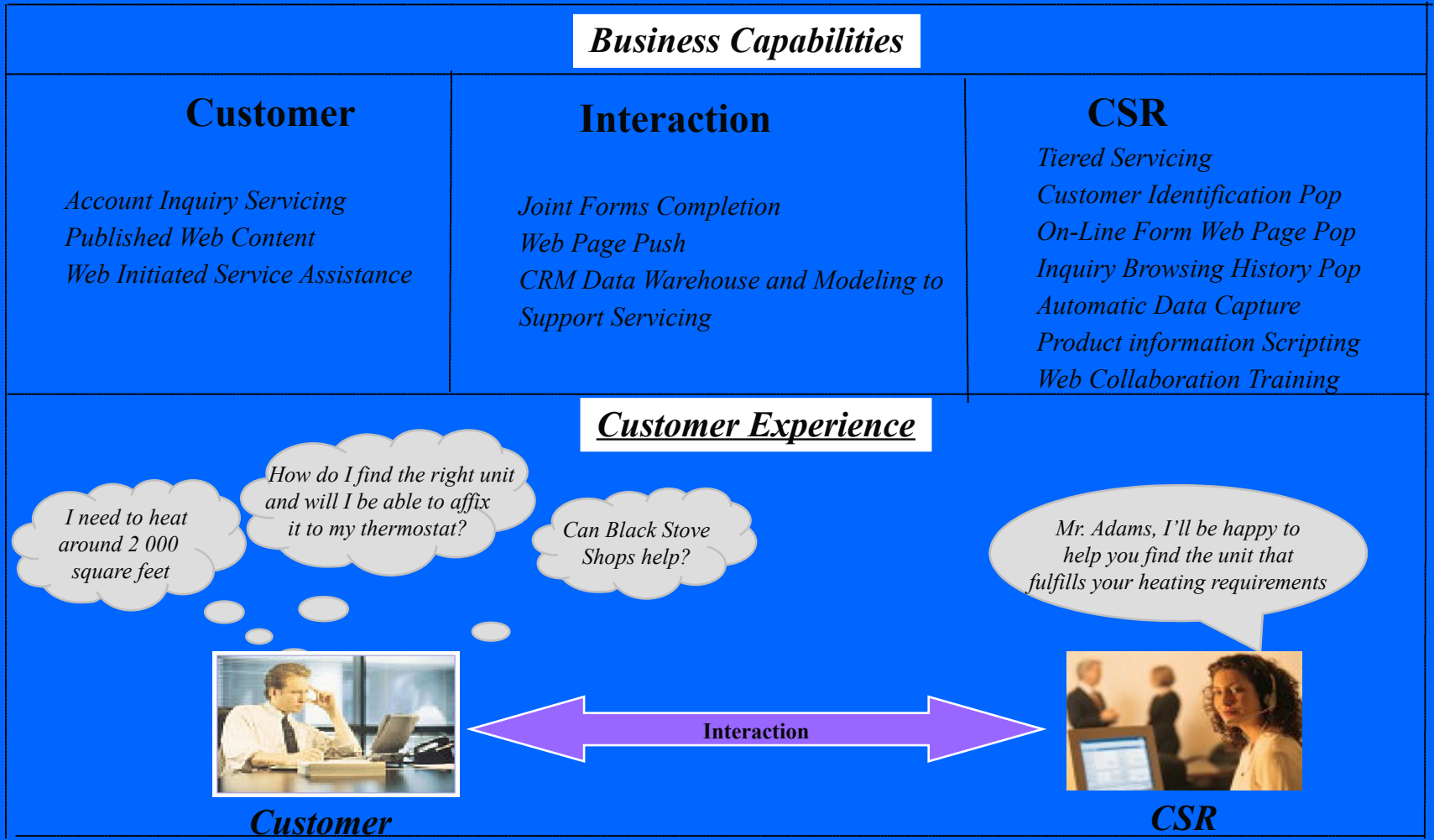
Throughout the process there will be checkpoints and referrals back to Black Stove Shops

Potential future business capabilities to improve Black Stove Shop's P&L

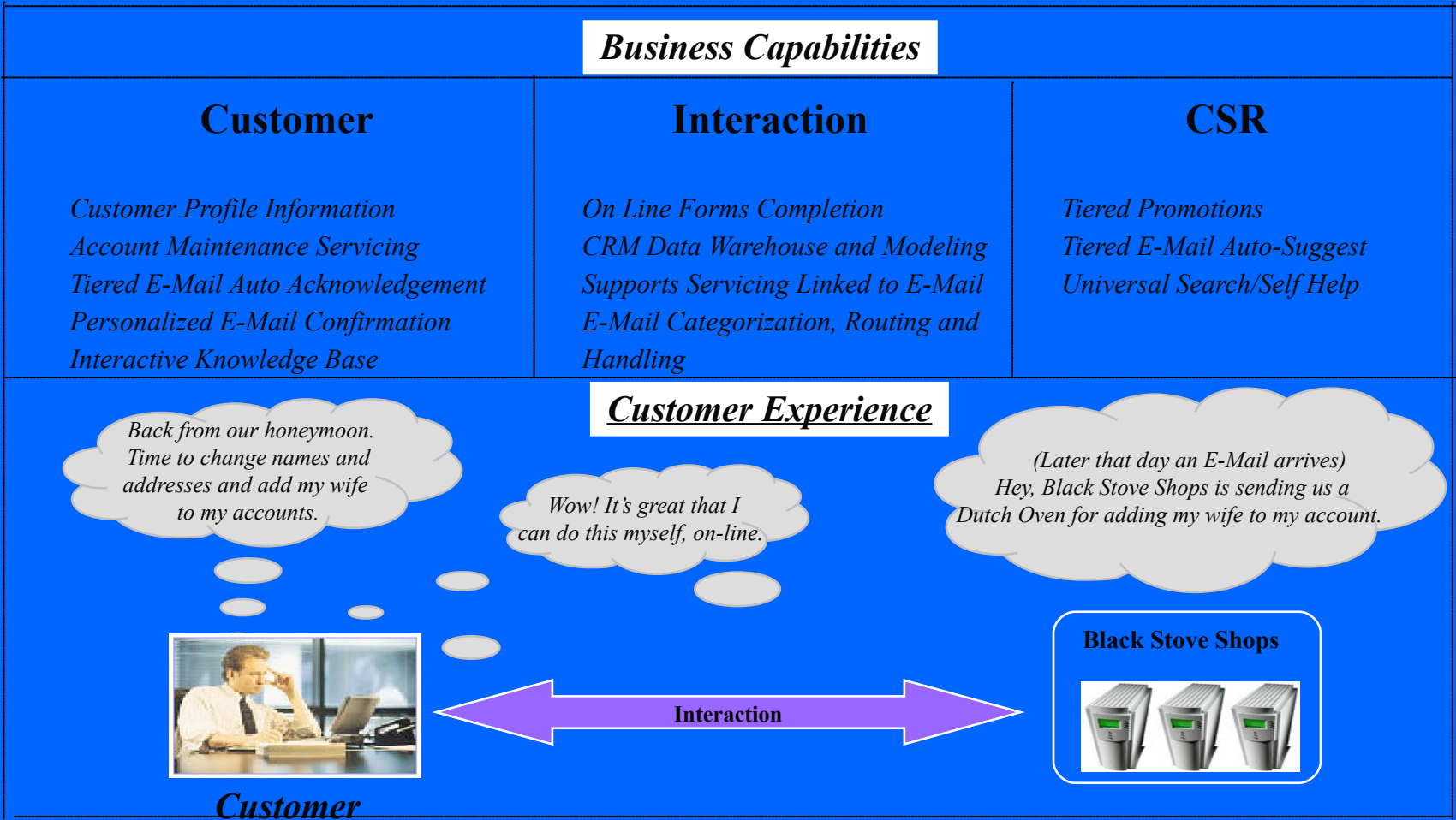
Options for primary data collection, research and analysis



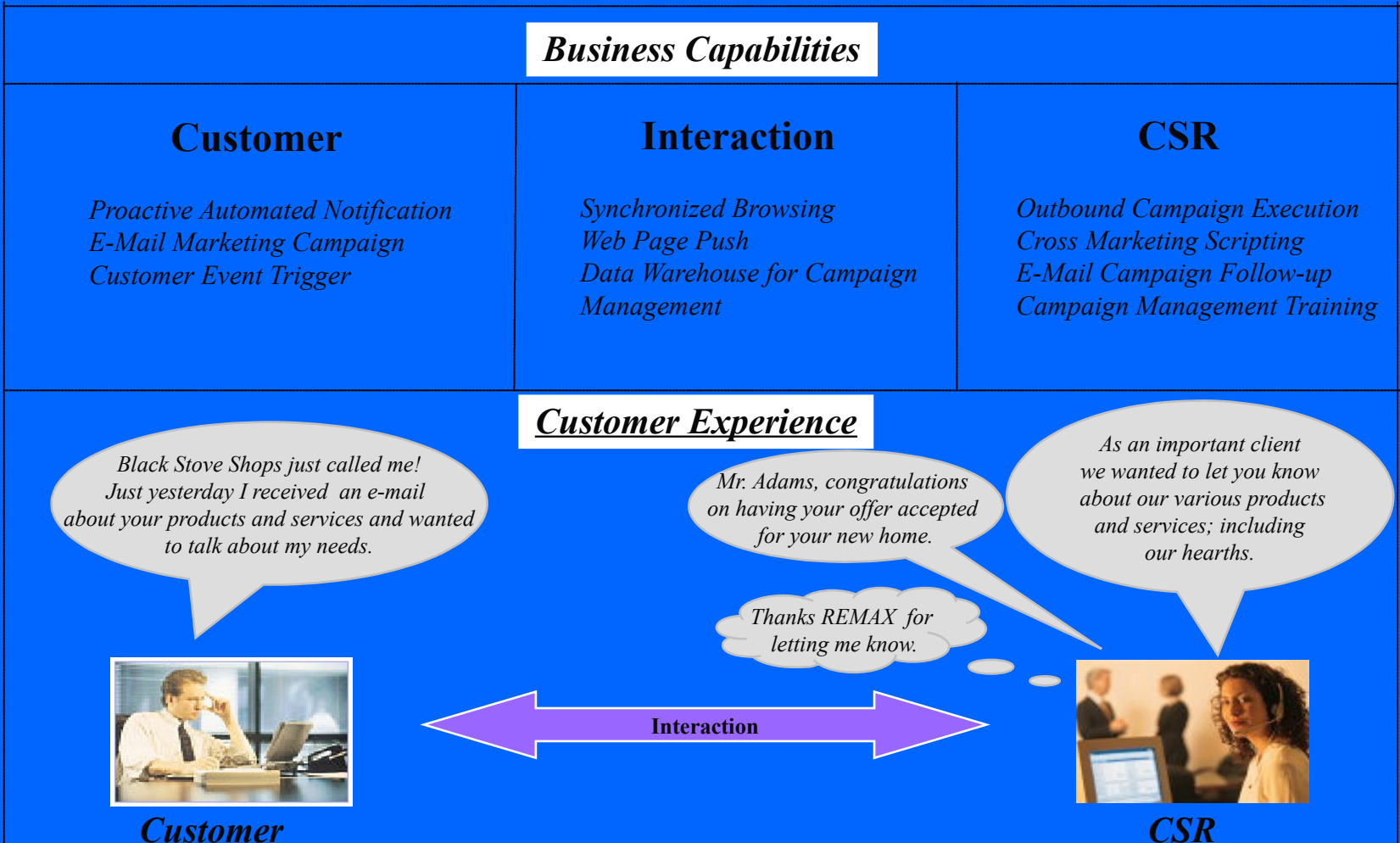
CSR Empowerment



Customer Self-Service



Loyalty Building





Services:

Pre-press Production

Digital Printing

Offset Printing

Large Format Graphics

High Resolution Scanning

Fulfillment

Web Applications

Consulting

Digital Asset Management

Computer Training

477 Congress Street

Portland, Maine

P: 207-828-0041 F: 207-828-0034