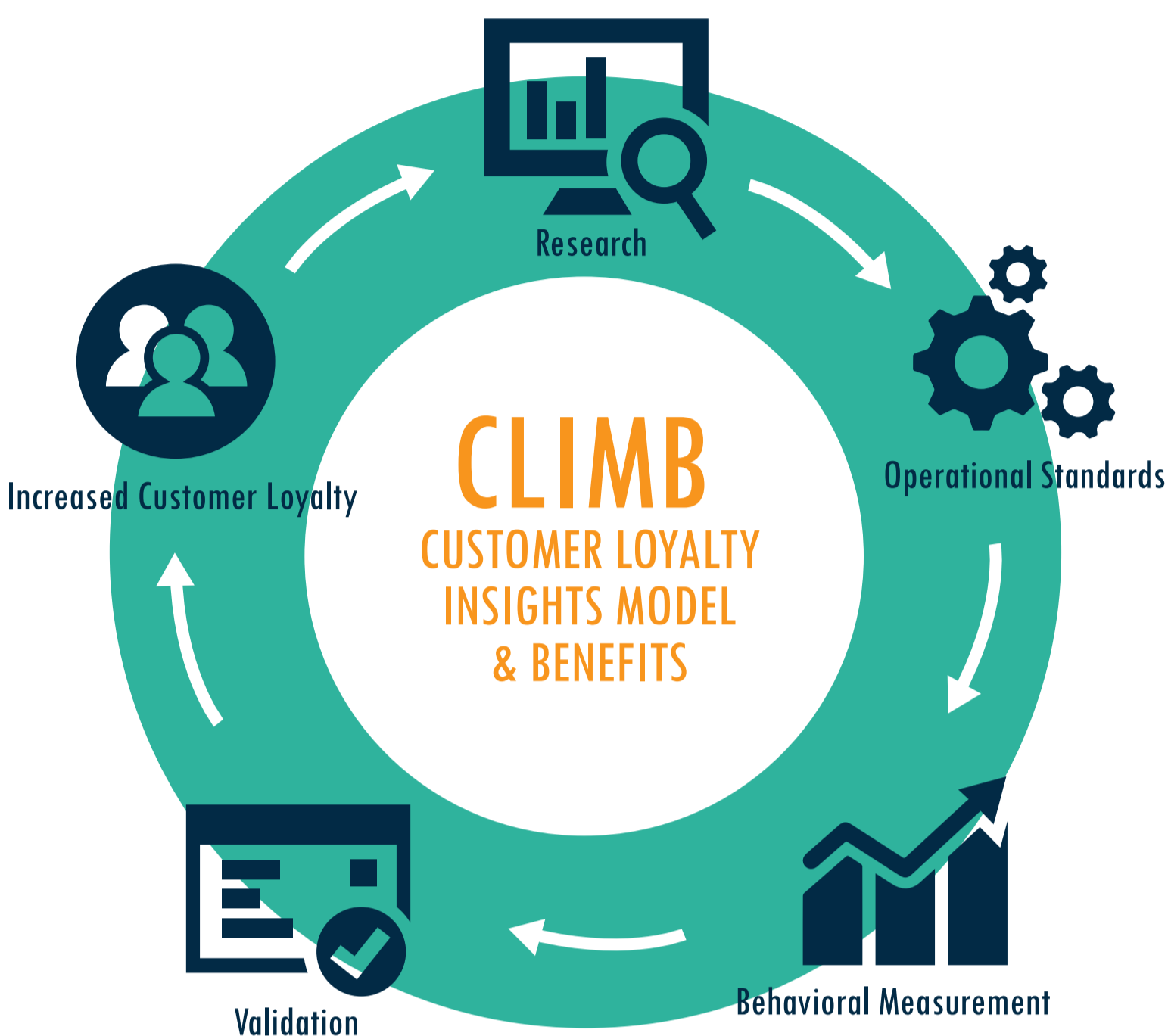


360° APPROACH TO DRIVING CUSTOMER LOYALTY

We pride ourselves on the success of the “CLIMB” (Customer Loyalty Insights Model & Benefits) Our unique approach that delivers the integrated insights and drives measurable ROI.



WHAT WE OFFER OUR CLIENTS

HOW WE COMPLETE THE TASK



Research



Customer Intercepts
Competitive Analysis

TO BETTER UNDERSTAND YOUR CUSTOMERS AND COMPETITORS



Operational Standards



Analyze Research Data

TO ENSURE OPERATIONAL STANDARDS ARE ALIGNED WITH CUSTOMER EXPECTATIONS



Behavioral Measurement



In-Store Evaluations

ON-GOING EVALUATIONS TO VALIDATE AND MODIFY BEHAVIOR WHERE NEEDED



Validation



Online Surveys (VOC)

TO MEASURE THE OUTCOME OF YOUR ALIGNED STRATEGY



Increased Customer Loyalty



Impact Study - Analytics
Against Financial Data

CAPTURING SHARE OF WALLET THROUGH INCREASED SALES