



Marketing Consultants

Eric P. Jones & Associates Inc.

Customer Relationship Services Group

Customer Relationship Audits

Using written questionnaires and telephone surveys, EJA's Customer Service Group gathers crucial information on how your customers view your organization and the products and services it provides. Uncover the misunderstandings, unexpressed expectations and communication gaps in your customer relationships. Strengthen your sales and marketing program. EJA creates a reason for your customers to clearly state what they value about your organization and where you surpass your competitors. At the end of our interviews or direct mail questionnaires, you'll have powerful quotes and testimonials to use when marketing to prospects.

- Give your team a more complete insight into what prospects and customers want to buy from you.
- Build stronger relationships with your key accounts.
- Welcome and retain new accounts.
- Recover your at-risk accounts.
- Learn what you're doing right and where you could improve.
- Find out if you have people or practices that threaten to unravel your existing relationships.

Key Account Audits

- Explore how your key accounts judge your organization's performance.
- Expose gaps between expected and actual performance.
- Indicate where you need to take action to retain accounts that might otherwise be open to competitive encroachment.
- Raise sensitive issues discreetly using objective, independent interviewers.
- Outline the changes your organization should be planning now to be a vital partner to your key customers in the future.

New Account Audits

- Reduce the high attrition rates with new accounts.
- Set up on-going contact that makes new accounts feel appreciated.
- Uncover new accounts expectations.
- Profile communication preferences of each new contact person.
- Monitor new customers regularly comparing your organization's performance versus their initial expectations.

At-Risk Account Audits

- Expose the real issues.
- Isolate and resolve communication-based problems.
- Track account feedback until a healthy relationship is restored.

Post-Project or Post-Product Launch Audits

For project-oriented firms, EJA will interview your customer and your internal project participants to help you assess:

- What worked
- What didn't
- Why
- Where fixes are needed now to reach the expected outcome.
- How improvements could be made to your process next time.

If your firm launches new products or services periodically, EJA will interview your customers on:

- Features
- Ease of use
- How accurately expectations were met
- How your product rates against the competition
- Suggested improvements or product extensions.

Exit Surveys

Unfortunately, every organization loses customers despite its best efforts. Don't just let them go. Learn where you could have improved or where you failed to meet their expectations and put this knowledge to use to retain those accounts still with you.

As an independent, objective outsider, experienced EJA interviewers can defuse a potentially explosive situation. And, as an outsider, departing customers are more likely to respond honestly to questions about why they are leaving.

Customer Loyalty Programs

- Proven tools and performance systems to help your organization develop and maintain long-term, profitable customer relationships.
- Communication strategies.
- Cross-sell programs.
- Reward programs.

Eric P. Jones & Associates Inc. (EJA) Marketing Consultants

Strategic Marketing • Market Research • DirectContact™ System • Customer Satisfaction Surveys • Advertising and Sales Promotion

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