

Uncover... Your Difference™ A Distributor Customer Satisfaction Assessment



Are you ready to uncover why your customers buy from you and learn what is important to them? Do you want to be able to answer "why do customers do business with you", with some specifics? Do you want to know how you perform versus other distributors?

*Channel Marketing Group introduces **Uncover**. We've developed a proprietary customer satisfaction model that enables you to measure yourself against customer experiences with other distributors and identifies what is important to your customers. We then calculate your CSI.*

- When was the last time you surveyed your customers to determine your strengths and more importantly areas to improve?
- How can you meet today's new customer demand without understanding their current needs and opinions on how they want to be serviced?

To set new goals and action plans, an assessment of your customer's demands is the foundation to succeed.

We are introducing our **Uncover...The Difference™** distributor research tool to identify the current thinking of your customers for you. The survey provides industry benchmarks utilizing 23 questions covering areas of critical importance including;

- Customer Service
- Delivery Performance
- Outside, Inside and Counter Sales Knowledge and Skills
- Business Philosophy
- Technical and Reliability Services
- Pricing
- Management Interaction
- Ordering

You also have the option to add up to 3 more questions. These could include:

- What is the #1 reason why you would do more with this distributor?
- Please indicate the one part of our service you would change?
- Our overall performance compared to competing distributors
- Your company provides valuable ideas that help me increase profitability

The Uncover Process

Uncover utilizes e-survey methodology. We've developed a list of questions proven to solicit key customer input. You provide the email lists and your logo. A survey is sent by you referencing CMG and guaranteeing customer anonymity. Customers respond and are provided an opportunity to win a prize(s).

- The Uncover cost, for a corporate report, regardless of number of respondents, is \$4,750*
- Reports by branch or other areas are \$500 / area
- CMG also recommends that we interview a select group of respondents, with their approval. This enhancement would be quoted separately based upon the number of interviews conducted.
- A report is sent to you. The fee includes a 1 hour web conference highlighting your results.

In today's business world doesn't it make sense to **Uncover...The Difference™** to enhance your ability to respond to today's demanding customer (and market your value to your customers?)

We've surveyed 1000's of electrical buyers to understand their experiences with distributors. Perhaps we can help you better understand how you service your customers?

* Exclusive of sweepstakes awards