

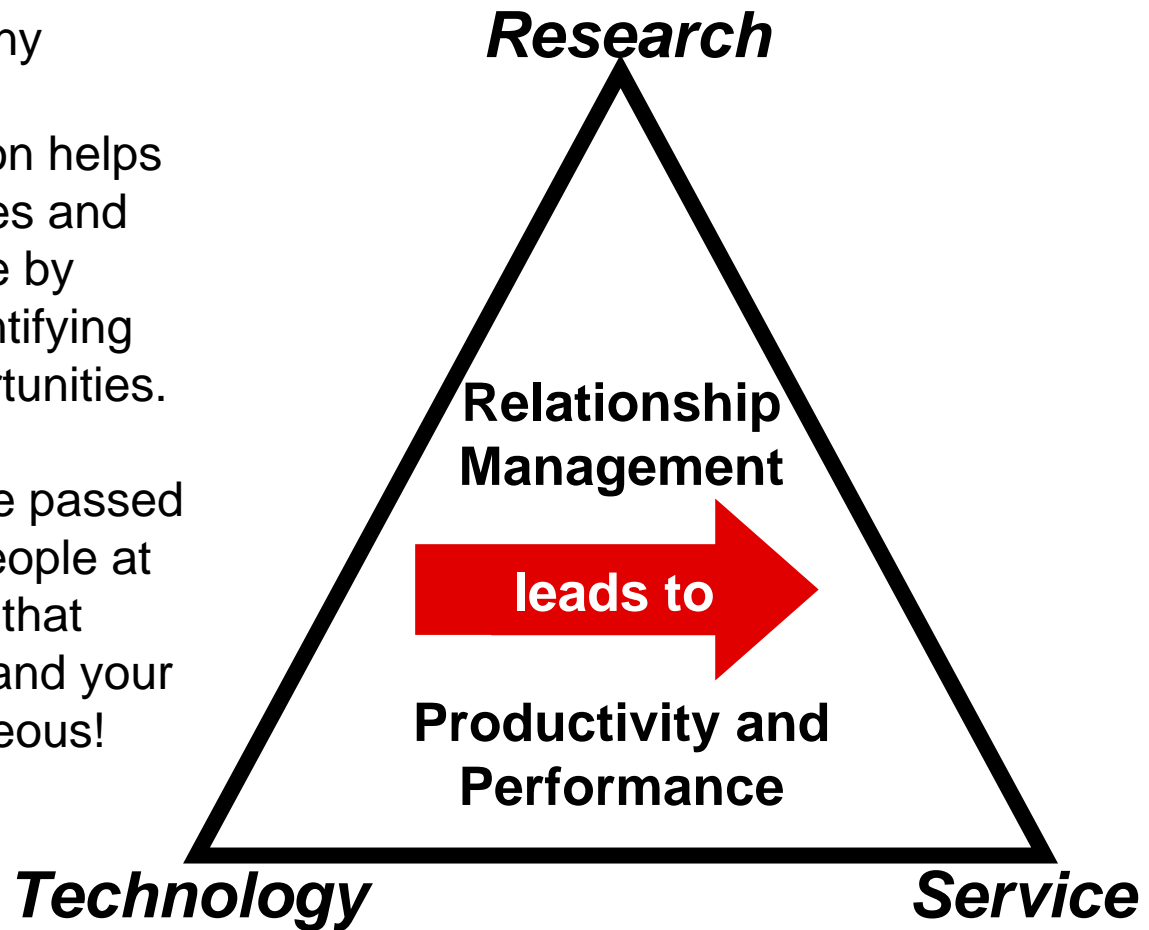
*Transforming Surveys Into Leadership Tools*



***eepulse***

# Introduction to eePulse

- Created in 1996, eePulse is a technology and management research company
- eePulse's solution helps you improve sales and customer service by immediately identifying actionable opportunities.
- Opportunities are passed on to the right people at the right time so that action happens and your ROI is instantaneous!



# Research

**17+ years of proprietary research by Dr. Theresa Welbourne  
on the drivers of firm performance**

**The key to success is high quality relationships  
with stakeholders, including customers**

**High quality relationships result in customer retention, more  
business, customers giving you ideas for improvement,  
and overall high levels of customer enthusiasm for you,  
your products, and your business**

**THE RESULT IS GROWTH AND  
LONG-TERM COMPETITIVE ADVANTAGE**

# Lessons Learned

- eePulse's original research focused on employees, but as clients had success with employees, they asked eePulse to move into the customer arena
- We learned that our research from employees translated to customers
  - Employee Energy is key to firm success.
  - **Customer Enthusiasm is key to firm success.**
  - The things that optimize both energy and enthusiasm are actionable by managers, and those factors change frequently. Thus, the eePulse solution helps managers improve customer relations in the same way it helps improve employee relations.

# Customer Enthusiasm



7 = I am a very enthusiastic customer; I refer others to XYZ.

6 = I am an enthusiastic customer.

5 = I am a satisfied customer, but not enthusiastic about XYZ.

4 = I am a customer who is neutral on XYZ.

3 = I am a less than satisfied customer.

2 = I am a very dissatisfied customer.

1 = I plan to discontinue being a customer.

**We want to know about more than satisfaction. How many customers have moved from being satisfied to being enthusiastic? And what are you doing to make those customers enthusiastic? And what can you learn from that and replicate elsewhere?**

eePulse suggests shorter questions that can be trended. We also suggest extensive use of open-ended comment data rather than using too many quantitative questions.

Why? Keep it simple so that the process is useful and not a burden.

**They come back because it's simple; you build the relationship**

# Technology

## Introduction to Measurecom™

### Measurement and Communication

- Measurecom provides you with “breaking news” from your customers. News is delivered via easy-to-read Pulse Reports to ALL users IMMEDIATELY after a Pulse Survey closes.
- Measurecom has built-in communication processes that allow managers to respond back to customers quickly and easily.
- Response rates improve due to simplicity of technology, ease of taking Pulse surveys, and knowledge that communication will flow back to customers.
- Due to the ease of use and speed in responding back, Measurecom goes “above and beyond” the traditional tedious, long customer survey by reaching out to customers with shorter Pulse surveys more frequently. **The result is improved relationships – not just more data.**

# **Service and Project Management**

**Proven Five-Step implementation process**

**Start getting results immediately  
(our record is a 24-hour implementation)**

**Inclusive contracts – any question, any time,  
any reports for any group of customers**

**Rigorous research on trend data available**

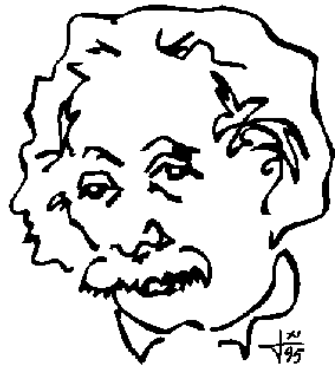
**When employee data also collected, research linking  
employee and customer data can be provided**

# Comment data should be used to share acts of excellence for learning

“I really appreciate the help my account rep gave me. The speed at which she helped me push my issues through the process is to be commended.”

“The new software you are using is helping make my job much easier. I found it really useful to use the hot key button; you should let other customers know how convenient that features is in getting to closure quickly.”

**Fast  
Simple  
and  
Rigorous**



*“Always  
look for  
the simple  
solution”*

**The eePulse Advantage:**

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