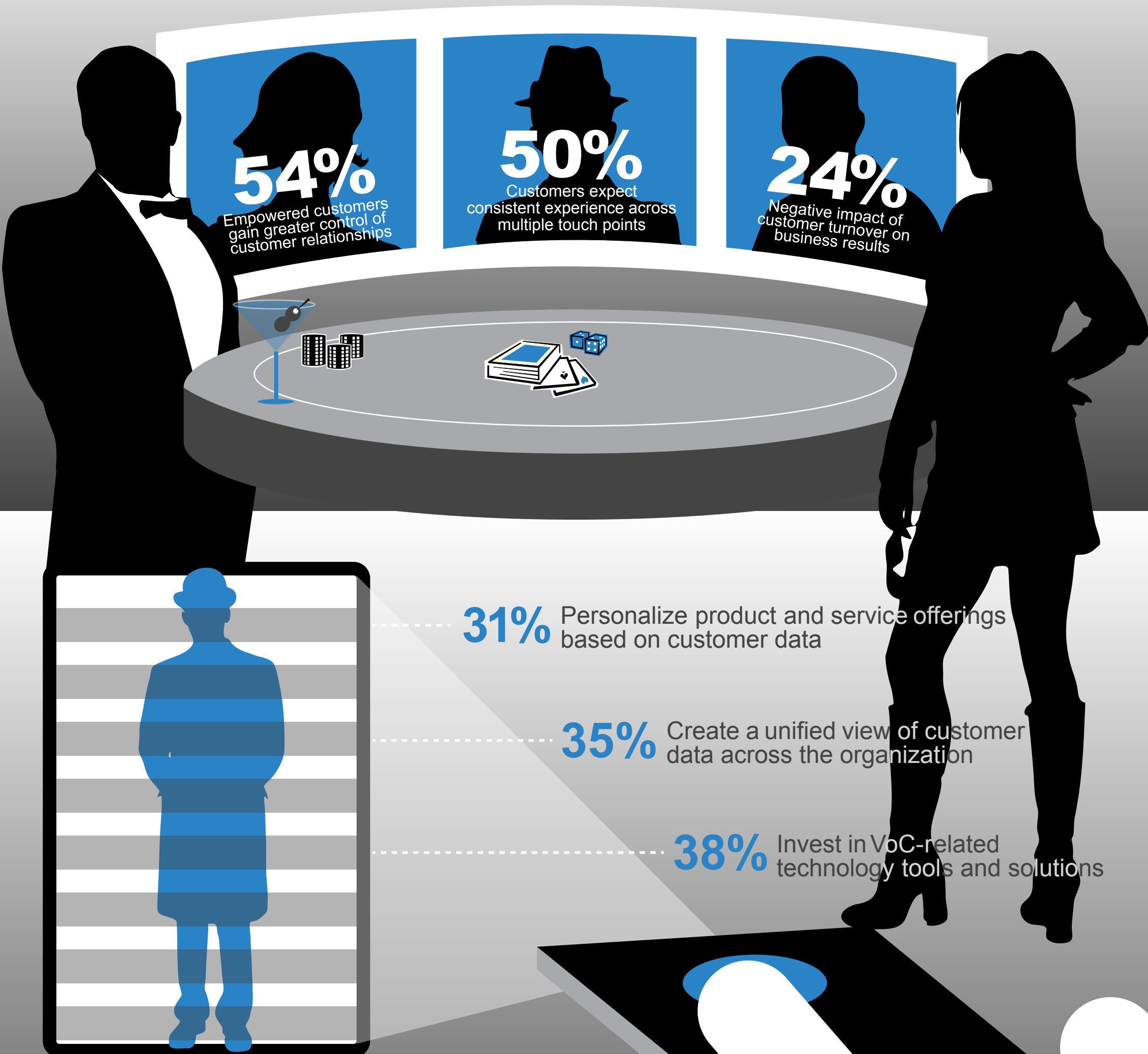


BOND with YOUR CUSTOMERS using CRM

POWERED WITH RESEARCH FROM **Aberdeen Group**
A Harte-Hanks Company

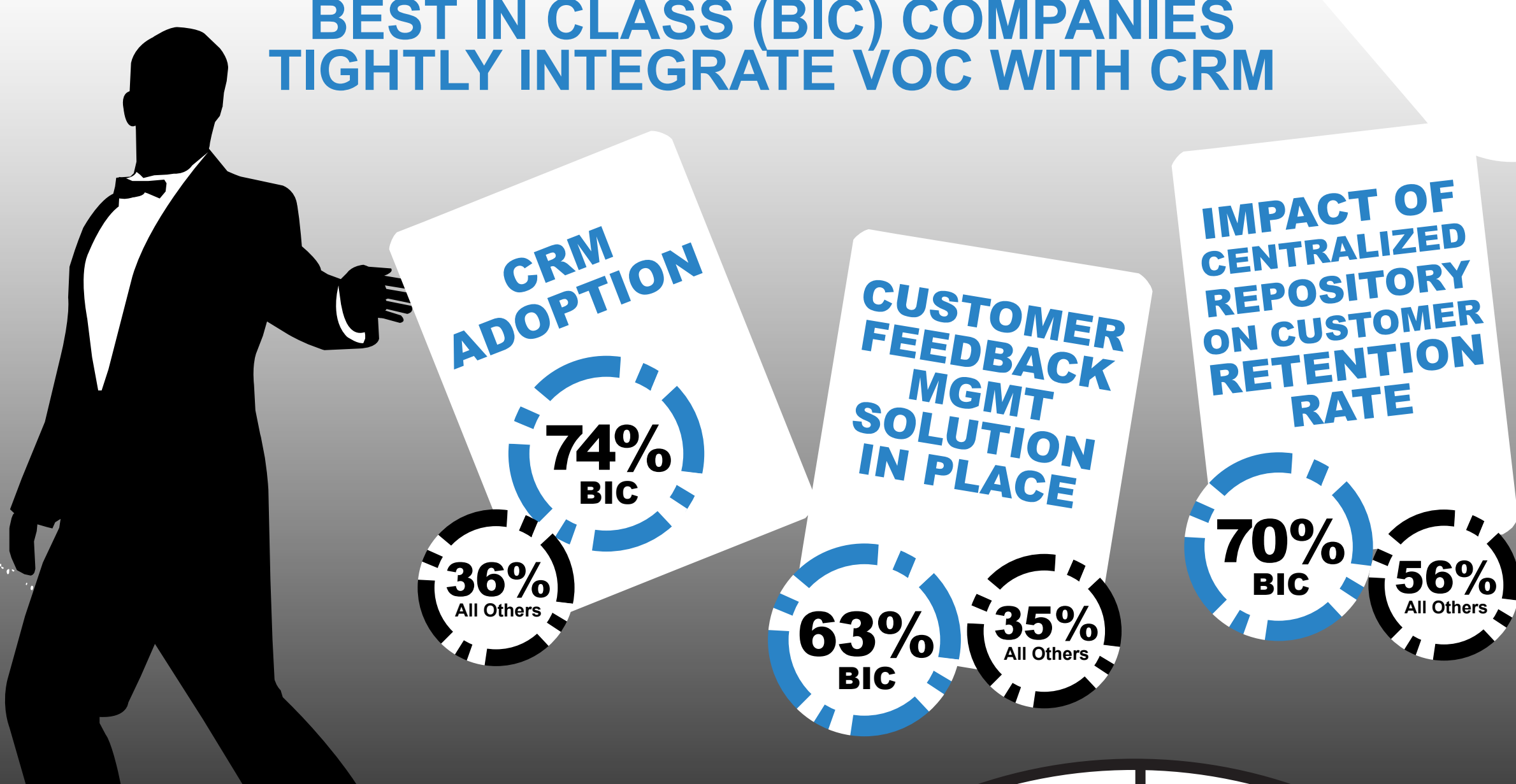
The era of the empowered customer has quickly transformed business relationships. Building a bond with customers and exceeding their expectations is critical to compete in today's marketplace.

CHALLENGES FACED BY ORGANIZATIONS STRIVING FOR VOICE OF CUSTOMER EXCELLENCE



THE VALUE OF VOC IN CONNECTING BUSINESSES TO THE EMPOWERED CUSTOMER

BEST IN CLASS (BIC) COMPANIES TIGHTLY INTEGRATE VOC WITH CRM

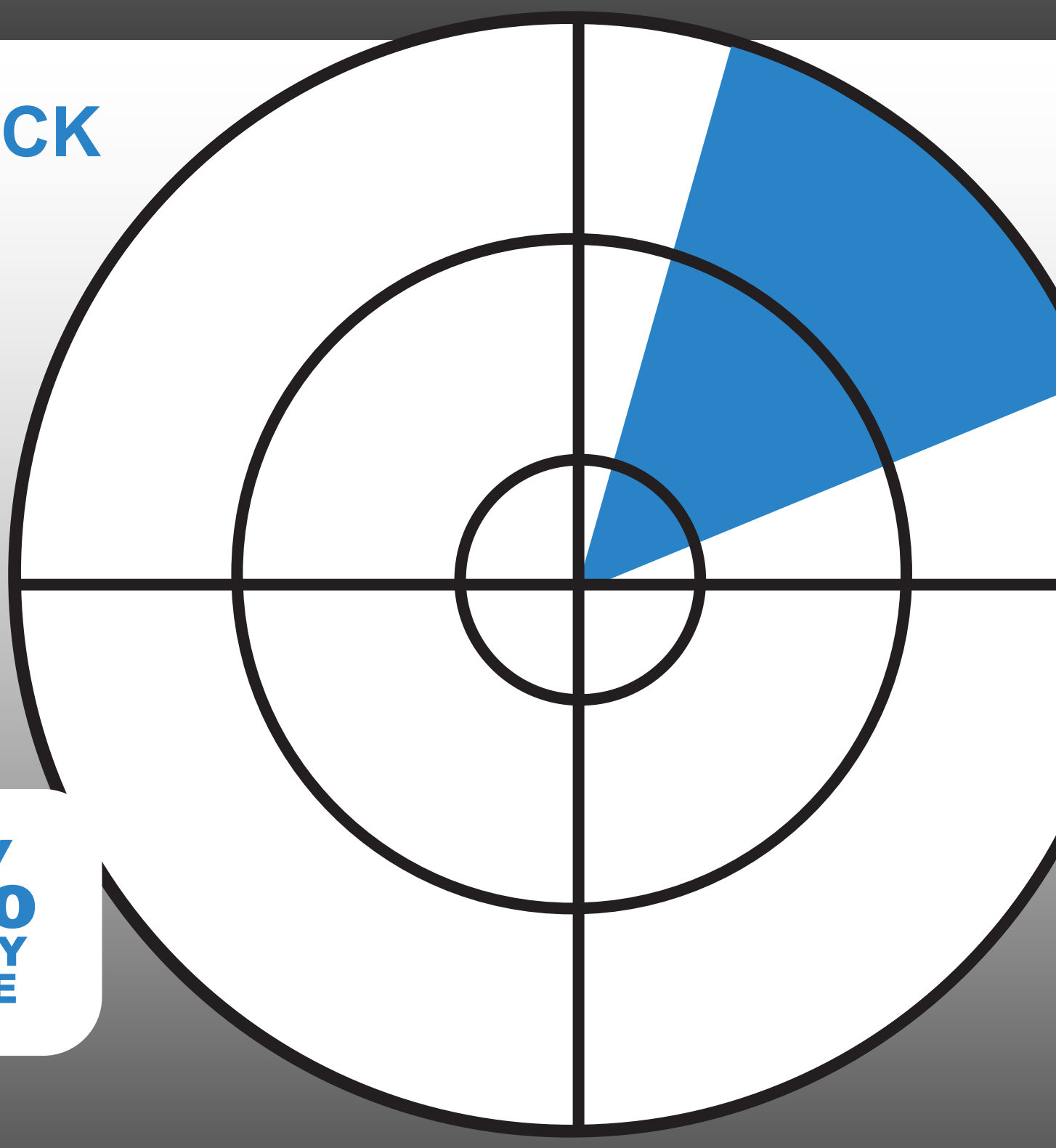


CUSTOMER FEEDBACK AT THE HEART OF NEW PRODUCT AND SERVICE DEVELOPMENT

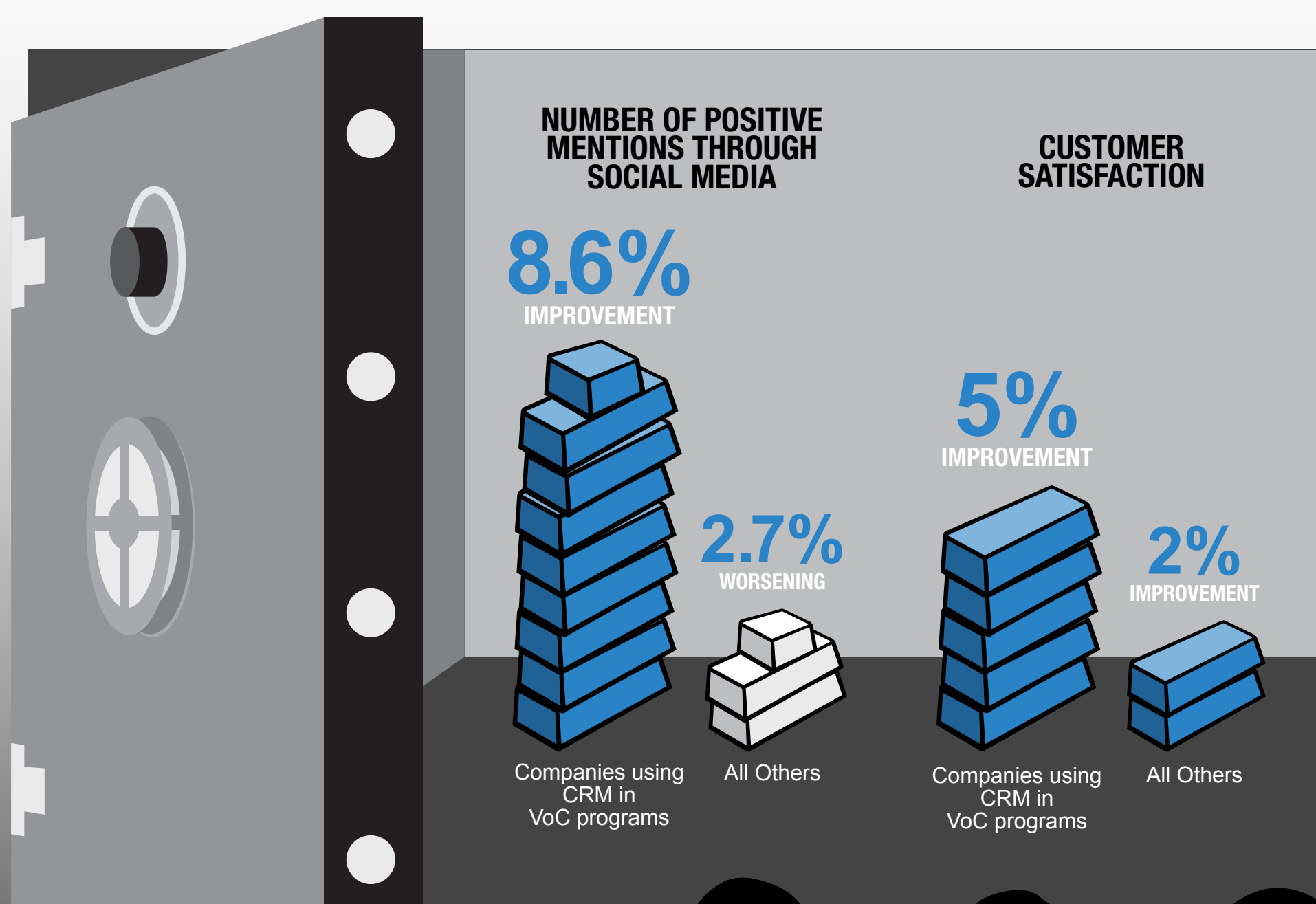
69%
BEST IN CLASS

32%
INDUSTRY AVERAGE

17%
LAGGARDS



THE CUSTOMER EXPERIENCE IMPACT OF LEVERAGING CRM IN CUSTOMER FEEDBACK MANAGEMENT



The empowered customer should not be a threat but an opportunity for organizations to engage more frequently and with greater depth. With the right tools and processes to collect, centralize, and act on feedback, top performing companies can truly support their needs across the organization. The empowered customer presents a huge opportunity for growth. Savvy companies will take advantage of this new way of connecting.

For more information, visit www.clicktools.com.

