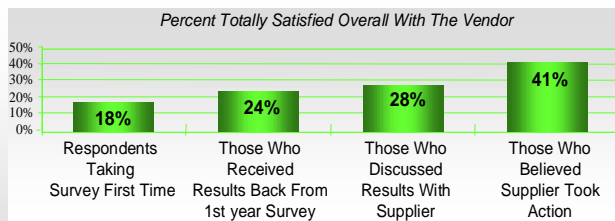


**A relationship is a close partnership that continually evolves through mutual cooperation, common goals, and respect.**

The *Development II* Relationship Program is ideal for companies that wish to substantially increase revenue from their existing customers. The process captures customer opinions on key business elements, prioritizes them according to impact on overall satisfaction, and frames a platform of continual feedback while establishing a corporate commitment to customer-focus. Studies have proven that significant gains in overall satisfaction year-to-year occur with on-going and interpersonal attention to important issues.

There are 3 reasons why customers repurchase:

- ✓ Vendor Reputation
- ✓ Day to day operations such as delivery, pricing, administration, etc.
- ✓ **Relationships** between the customer and the supplier



Results from the second year of a relationship study

**The strength of a business relationship directly affects the likelihood of repeat business.** A relationship is the glue that holds a partnership together, despite difficult times or competitive pressure. Often measured in time and dollars, the power of business relationships directly affects the percentage of Totally Satisfied customers and holds the key to future business success.

## What can you expect from a Relationship Program?

*Identification of "at-risk" accounts before they defect*

*Increased revenue from existing accounts*

*Increased Customer trust*

*Reduced account turnover*

*Benchmarking to monitor progress*

*Specific data to develop annual plans*

*Best-practices data*

*Accurate indicators of potential revenue for each account*

## The Relationship Program

The foundation of a change initiative requires an uncompromising commitment from senior management to follow through with energy and determination.

### What is a "Relationship Program"?

A Relationship Program is a comprehensive process that gathers customer feedback and constructs the framework of ongoing dialog and issue resolution between you and your customers. Its purpose is to identify and address issues *before* they develop into irreversible problems. By listening to and acting upon the "Voice of the Customer", you build trust and create a more loyal customer base.

#### \* Customer Satisfaction Survey

*Surveys collect data. Participants should be decision-makers or influencers of purchasing decisions. The survey must gain a high response rate with questions that cover the areas of business that affect customers: products, sales, administration, relationships, etc.*

#### \* Analysis

*A non-linear analysis is most appropriate for understanding customer opinions. Development II's QuantaMetrics<sup>SM</sup> identifies the areas of business that have the greatest impact on Overall Satisfaction. This technique segments areas that warrant immediate attention from those that have little impact on the bottom line.*

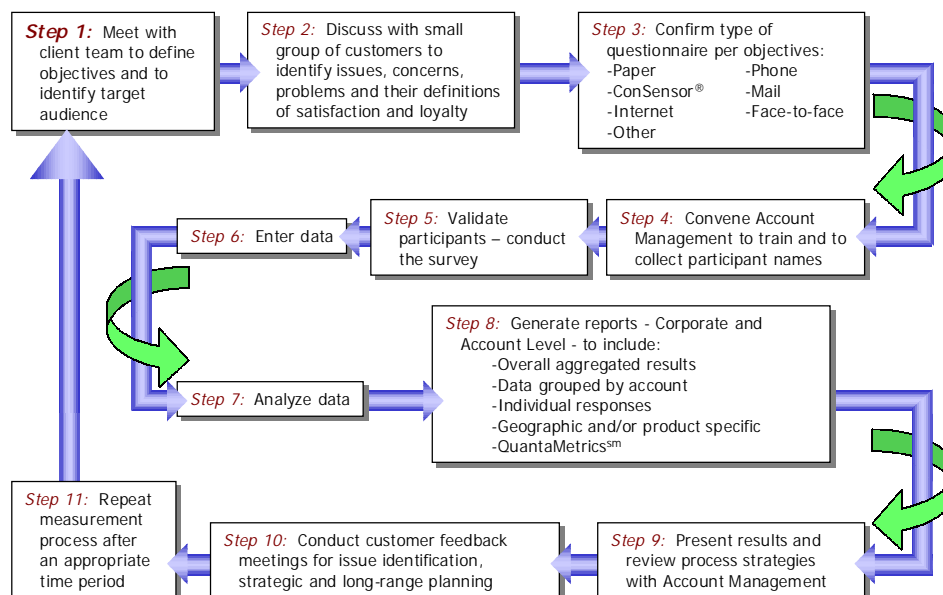
#### \* Structured Customer Feedback

*Thanking a customer for taking the survey has measurable impact on overall satisfaction. Proactively sharing survey results with customers through comprehensive reporting and on-going communication with issue resolution has a significant impact on long-term relationships. Development II provides the materials and training to initiate on-going customer feedback.*

#### \* Creating a Customer-focused Company

*Strong customer relationships become the underpinnings of a customer-focused environment. All employees hold a share in customer satisfaction ownership. Frequent and senior-level communications provide a continual endorsement of customer-related activities to strengthen "customer consciousness" throughout the company.*

### The Relationship Program Steps



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