

Prepared For

Name	Organization	Industry	Revenue	Employees	Function
John Doe	Company X	Consumer Packaged Goods	\$500 to \$999 million	1,000-4,999	Campaign Management

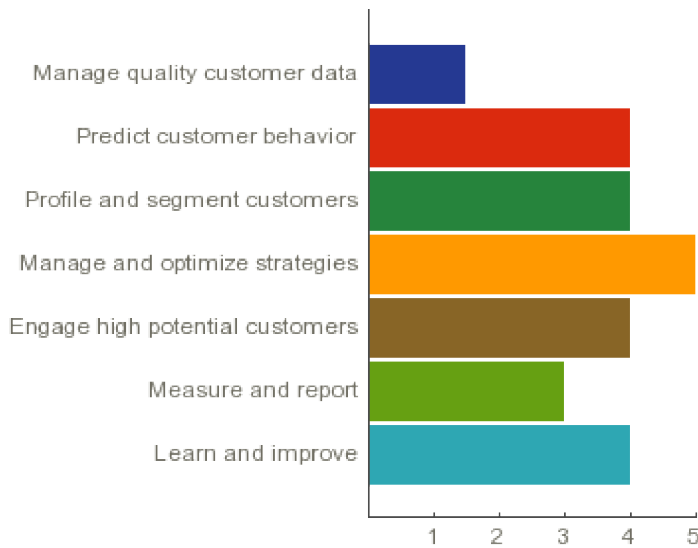
Score Summary

	Overall Score	Customer Orientation	Insight	Interaction	Improvement
Your score	3.5	3.0	3.2	4.3	3.6
Average for Consumer Packaged Goods	3.0	3.1	2.9	2.9	2.9
Average for all respondents	3.1	3.3	3.1	2.8	3.0

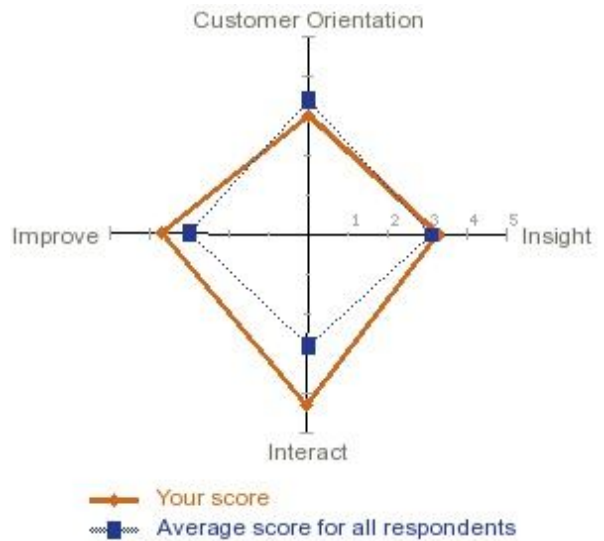
Your overall score puts you in the **Customer Activist** category.

[Click here](#) to find out what this means and how to leverage this information for a competitive advantage.

Your Scores on the Capability Areas



Customer Experience Dimensions



Score Detail

Your Response	Dimension	Capability Area	Statement
2	Customer Orientation	Culture	In my company, we can't do what is right because the pressure to make our current-period numbers is so great.
4	Customer Orientation	Trust	My company believes that customer trust is tied to the financial success of the business.
1	Insight	Manage quality customer data	A complete, integrated view of customers' contact history, inbound and outbound, is readily available.
2	Insight	Manage quality customer data	A current view of necessary customer information is available to all customer "touch points" (e.g., call center, stores/branches, Web, service centers).
4	Insight	Predict customer behavior	Customers' purchase behaviors are anticipated and predicted (e.g., likelihood to purchase or cancel and leave).
4	Insight	Predict customer behavior	Customers can self select channels for specific activities.
4	Insight	Predict customer behavior	Special experiences (e.g., personal Web pages) are created in response to customer preferences.
4	Insight	Profile and segment customers	Customers are segmented based on profitability and potential lifetime value.
4	Insight	Profile and segment customers	Predictive models are used to target customers for acquisition, retention, cross-selling and up-selling.
5	Interact	Manage and optimize strategies	Individual "treatment tracks" are created to manage the customer experience across products and channels.
4	Interact	Engage high potential customers	Customers can choose the manner in which they are contacted by the company.
4	Interact	Engage high potential customers	Significant changes in customer behavior create "triggers" for systematic response.
3	Improve	Measure and report	Customer metrics (e.g., profitability, campaign response, channel behavior) are used to measure organizational performance.
4	Improve	Learn and improve	Customer profiles are continuously updated to reflect all customer activity (purchases, returns, etc.) as well as outbound (campaigns) and inbound contact (channel visit, call center, Web, stores/branches, etc.).
4	Improve	Learn and improve	Customers' "expressed needs" are captured during live customer interactions.