

MarketTools CustomerSat Adaptive Role-Based Reporting



Drive Alignment and Accountability for the Customer Experience Across the Enterprise

Leading organizations understand that capturing and acting on customer feedback creates a competitive advantage. Unfortunately, customer satisfaction data is rarely shared across the organization in way that is timely, relevant, or actionable.

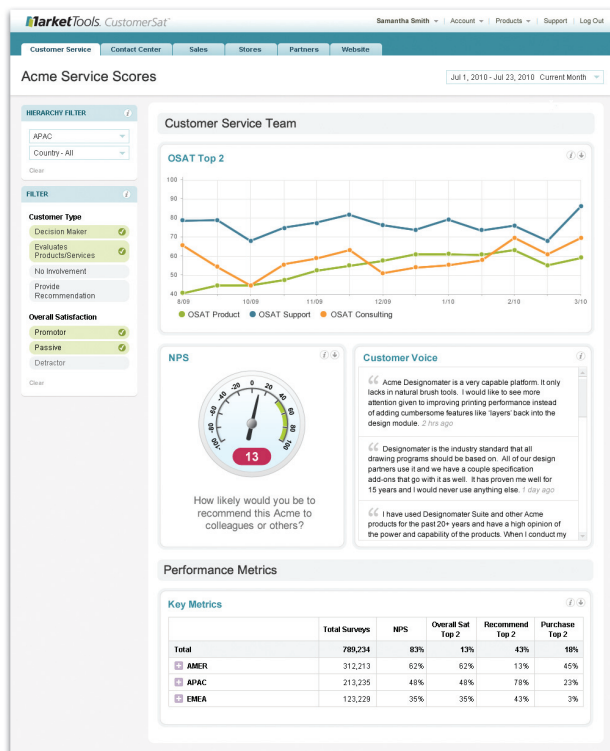
In order to drive increases in customer satisfaction and loyalty, it's necessary to hold employees accountable for the customer experience. And to drive accountability, it's crucial to provide actionable feedback data to everyone who directly or indirectly touches customers—from your executives to your front-line staff.

Used by many of the world's leading brands, MarketTools CustomerSat is the **only** Enterprise Feedback Management (EFM) solution that can empower thousands of employees to measure and improve customer loyalty in just a few short weeks. With MarketTools CustomerSat Adaptive Role-Based Reporting, each employee can receive a customized, interactive view of customer feedback data tailored to their specific role. And a single administrator can support the complex reporting needs of the extended enterprise—even as organization changes occur on a daily basis.

Key Benefits of MarketTools CustomerSat Adaptive Role-Based Reporting

- > **Align all your employees** on a consistent set of customer feedback goals and metrics
- > **Drive accountability** by measuring individual and team performance
- > **Provide managers with objective data** for coaching and rewarding employees
- > **Empower employees** to see their impact on the customer experience
- > **Publish custom dashboards and reports in minutes**—to share a wide array of customer data and metrics, including:

- **Key Trends:** track the overall trend for each satisfaction metric
- **Key Drivers:** identify the most important issues impacting satisfaction
- **KPIs with Goals:** view up-to-the-minute status on key metrics against goals
- **Flex-Metrics Table:** view performance metrics across individuals and teams
- **Customer Voice:** view the most recent comments from customer surveys



Create custom reports and dashboards for sales territories, product groups, partners or every employee—making it easy for everyone to understand their impact on customer experience.

About MarketTools CustomerSat

MarketTools CustomerSat is a Web-based enterprise feedback management (EFM) solution used by the world's leading businesses to capture, analyze, and act on feedback from customers, employees, and partners. Through the use of comprehensive analytic tools, action management technology, and the expert knowledge of EFM consultants, MarketTools helps clients optimize satisfaction and loyalty programs that deliver high-value business impact.

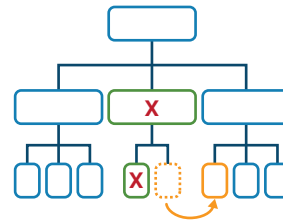
The First Hierarchy-Aware EFM Reporting Solution

MarketTools CustomerSat delivers the right report to the right person every time, because it understands your business structures. Our ground-breaking Adaptive Role-Based Reporting technology quickly imports hierarchy information—organizational structures, sales territories, store locations, product taxonomies, and more—and uses these hierarchies to automatically determine what data each user can see, and how each user interacts with reports online. For example, a contact center manager can be given access to data at a summary level and have the ability to drill down and view results for a specific team or individual.

Designed for Managing Change

The typical time between major organizational changes in large enterprises is 12 to 24 months. In many businesses, change happens constantly—in the contact center, standard agent turnover rates are in the 30-40% range each year.

MarketTools CustomerSat Adaptive Role-Based Reporting has been designed from the outset to adapt as your business changes. Through a simple import process, hierarchies can be updated on the fly to reflect each organizational change. And when hierarchies change, reports change too, making it easy to add, delete, or move users in a snap.



CustomerSat dashboards and reports are automatically updated as hierarchies change.

Design report templates through a simple drag-and-drop editor and publish to thousands of users with a few simple clicks. Report templates can be modified at any time, enabling you to roll out reporting changes across your organization with ease.

Create Business Impact in a Few Short Weeks

MarketTools CustomerSat empowers you to transform customer feedback into a strategic asset for prioritizing business investments, aligning resources, and driving competitive advantage. MarketTools CustomerSat Adaptive Role-Based Reporting makes it easier to share your feedback data company wide, and act on that information to achieve your business goals. Our expert services team uses proven best practices to get customers up and running with successful feedback programs in six weeks or less.

To learn more or view a demo of MarketTools CustomerSat Adaptive Role-Based Reporting, contact a sales specialist at 800-372-7772 (U.S. and Canada) or +44 (0) 207-440-8500 (Europe).

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About MarketTools, Inc.

MarketTools is the leading provider of software and services for enterprise feedback management (EFM) and Market Research. The company is focused on providing leading organizations the actionable customer insights they need to make better business decisions that lead to high-value business impact. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes CustomerSat™, MarketTools.com™, TrueSample®, Zoomerang®, ZoomPanel® and ZoomPanel Tech™. For more information, please visit www.markettools.com.

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