

Other Program Features

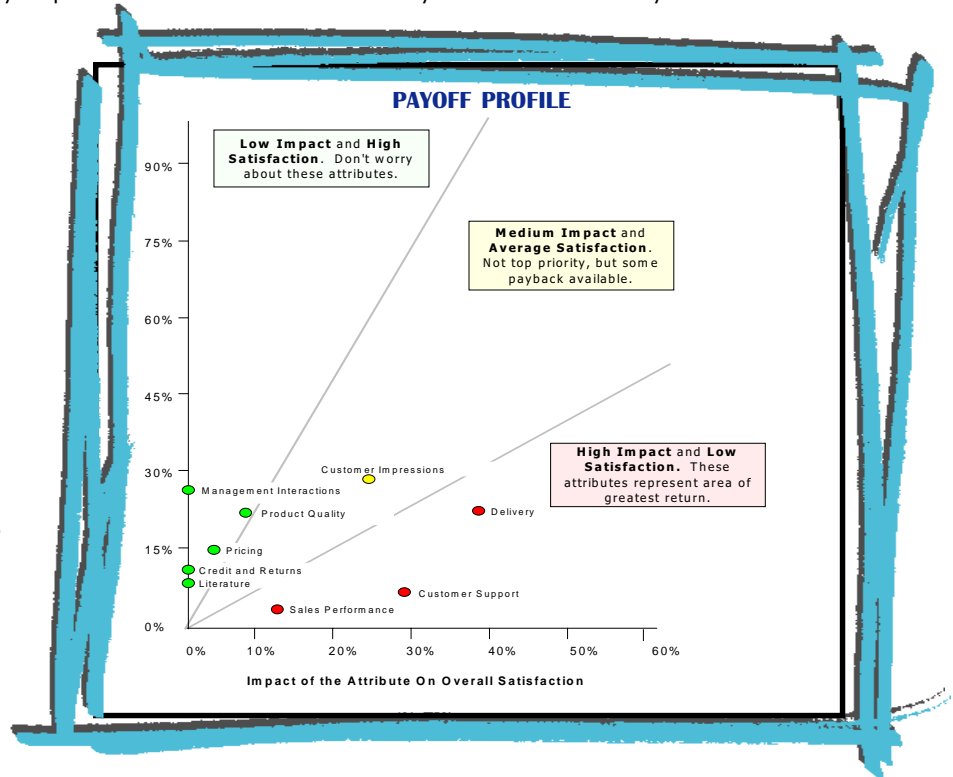
InfoQuest® can be sized and structured in a such a way that any company of any size can utilize it. With three different programs to chose from, you have the ability to customize the size, features and cost of any survey. However, while the basic program will give you a wealth of information, there are additional features you may be interested in.

ProfitMax™ Strategic Profile

ProfitMax™ is built on a relatively new, surprisingly accurate technology called Neural Network Analysis, which helps companies identify, prioritize and quantify the relative impact that operating changes will produce on overall customer satisfaction. This analysis offers companies the ability to efficiently set priorities and allocate resources in a way that will most effectively increase the overall satisfaction level of its customers.

Presented in a detailed, ten page report which culminates in what we call the "Payoff Profile", *ProfitMax*™ gives you a fundamental but otherwise unavailable level of understanding of your customer's thinking and priorities. The result is your ability to identify, prioritize and quantify the relative impact that improving various operating elements (e.g.; sales, service, billing, and so on) will have on overall customer satisfaction.

Together, *ProfitMax*™ and *InfoQuest*® give you affordable access to the most sophisticated business development program in the world.



Management Surveys

One of the keys to developing and maintaining strong business relationships is a "top down" commitment to customer service. A major factor in developing such commitment is a strong management awareness of customer needs. *InfoQuest*® Management Surveys help you and your senior managers determine just how strong your company's existing level of awareness is.

Key Questions/Statements	Management's Prediction of Customer's Response										
	Actual Customer Response	Robert Brown	Fredrick Thompson	John Gleason	Cindy Westlake	Carol Duval	Spencer Jessiman	Elizabeth Albell	Trevor Quentick	Peter Giles	Wanda Fitzmons
On an overall basis, how satisfied are you with our company?	45%	46%-60%	46%-60%	31%-45%	16%-30%	46%-60%	31%-45%	46%-60%	31%-45%	46%-60%	Over 60%
How satisfied are you with the ease of doing business with our company?	38%	46%-60%	46%-60%	31%-45%	31%-45%	46%-60%	31%-45%	46%-60%	46%-60%	46%-60%	46%-60%
I would purchase products or services from your company again.	88%	46%-60%	31%-45%	46%-60%	31%-45%	Over 60%	46%-60%	Over 60%	46%-60%	Over 60%	46%-60%
I would recommend your company to an associate.	65%	46%-60%	31%-45%	31%-45%	31%-45%	46%-60%	31%-45%	46%-60%	31%-45%	46%-60%	46%-60%
How satisfied are you with our policies and procedures for issuing credits?	37%	46%-60%	46%-60%	16%-30%	31%-45%	46%-60%	46%-60%	Over 60%	31%-45%	46%-60%	46%-60%
Credits are issued in a prompt and efficient manner.	45%	46%-60%	46%-60%	16%-30%	31%-45%	31%-45%	46%-60%	Over 60%	46%-60%	46%-60%	46%-60%
The paperwork and time required to process returns is reasonable.	52%	31%-45%	46%-60%	46%-60%	31%-45%	31%-45%	31%-45%	46%-60%	31%-45%	Over 60%	Over 60%
We need to submit credit requests is infrequent.	58%	31%-45%	46%-60%	16%-30%	31%-45%	46%-60%	31%-45%	Over 60%	16%-30%	Over 60%	46%-60%
How satisfied are you with the literature we provide to describe products and services?	44%	16%-30%	31%-45%	46%-60%	16%-30%	31%-45%	31%-45%	46%-60%	0%-15%	0%-15%	46%-60%
The literature is very easy to read and understand.	70%	31%-45%	16%-30%	16%-30%	16%-30%	31%-45%	31%-45%	46%-60%	16%-30%	46%-60%	46%-60%

Under this feature, the same survey we send to your customers is also sent to your top managers. Each is asked to predict, using a range of possible responses, how they think your customers will respond to the survey.

For most companies, *InfoQuest*® produces a number of surprises. Some of the biggest often surface in this report.