



**PRIORITY
METRICS
GROUP**

Do You Know Everything You Need To Know About Your Customers?

There is tremendous value in having a better understanding of your current customer base. Knowing what they think about your company and how well your products and services align with their current and future requirements will help focus the direction of your organization. Deeper insight will also enable you to grow your business with current customers, which is far easier than starting from ground zero.

Are you ready to know more? PMG Customer Insight™ (CI) is the answer.

We Get Inside the Minds of Your Customers

Many companies rely on their own salespeople to better understand their customers. While helpful, customers often filter information they provide to someone pursuing their business. Which is why Priority Metrics Group's Customer Insight study is so valuable.

We conduct an in-depth customer needs assessment that evaluates your performance and value against customer requirements to determine alignment as well as performance gaps. We also identify what is important in creating customer satisfaction and loyalty. In addition, we study your competitors, identifying gaps in relative performance in the areas driving loyalty, allowing you to direct your improvement efforts to the critical areas that create loyal customers. Our research yields both quantitative and qualitative data that serves as the foundation for future strategic direction and action assuring long term competitive advantage.

Priority Metrics Group's Customer Insight Analyzes

YOUR CUSTOMERS

- What's most important today?
- Where are they going tomorrow?
- Are you strategically aligned?

YOUR COMPETITORS

- What is your competitive position?
- Who poses the greatest threat?
- Are there weak links you can capitalize on?

YOUR STRATEGY

- Are you headed in the right direction?
- How can you sustain your competitive advantage?
- Where are the opportunities?

PMG CUSTOMER INSIGHT™

"The tools and methodologies PMG brings to the table have helped us improve the satisfaction and loyalty of current customers and expand our business in new markets."

Harris DeLoach, former CEO of Sonoco

CIDASHBOARD OF KEY PERFORMANCE INDICATORS (KPIs)



- Allows at-a-glance review of key customer insight data, such as:
 - Process Improvement Map
 - Competitive Index
 - BAS Score
 - Net Promoter Score
- Can be manipulated by user to show data by time period, region, division or other classifications

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Customer Insight™ provides laser-like analysis and insight that serves as the foundation for high-level decision making and a data-based strategic action plan.

Priority Metrics Group is a global marketing consulting and research firm whose principals served as managers and leaders in private industry. For over two decades, we have provided customized analytical research and consultative services designed to provide actionable insight and ultimately profitable growth for clients.

Our key services include:

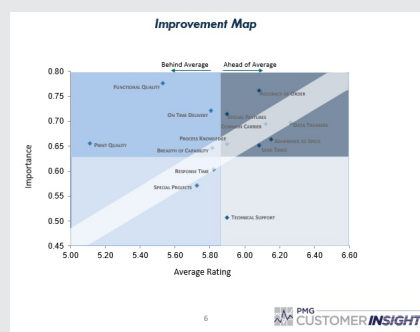
- Market analysis
- Market attractiveness
- Competitive intelligence
- Growth strategy
- Business intelligence portals
- Pricing studies
- Lead generation/survey calls

PMG Customer Insight versus Traditional Customer Satisfaction

Often incorrectly compared to customer satisfaction surveys, Customer Insight™ is actually designed as a robust, customer-centric management tool which collects both quantitative data and supporting qualitative data to support realistic growth strategies. The final deliverable is a fact-based, data-driven report to provide guidance on how to strategically grow with your current customer base.

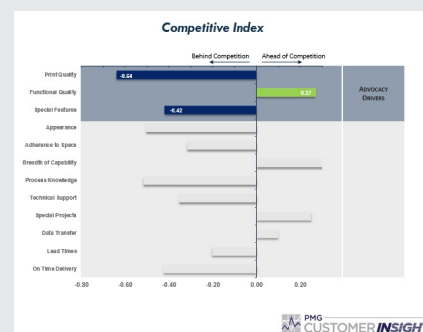
Customer Insight is a growth focused process which provides internal insight through the Improvement Map and external insight through the Competitive Index.

Improvement Map



- Maps performance attributes by performance and importance
- Identifies the top drivers affecting the improvement priorities
- Separates the improvement opportunities
- Assesses organizational resource alignment as it pertains to the delivery of improved customer satisfaction

Competitive Index



- Identifies the critical few drivers that create customer loyalty
- Shows performance on key loyalty measures versus competition
- Improve the few areas identified in the CI, and create customers that proactively promote your organization
- Delivers a path to grow your customer count

What Sets PMG Apart....Experience, Trust, Focus, Global

Experience

Priority Metrics Group has conducted hundreds of PMG Customer Insight® projects over the past three decades. Our Principals have had strategic responsibilities within Fortune 500 manufacturing companies, so we know the information you need to grow revenue.

Trust

Our objective methods and execution provide our clients with a candid source of insight. We measure our achievements based on the loyalty of our customers—when you succeed, we succeed.

Focus

Unlike many research firms, whose roots are B2C and only “dabble” in B2B research; PMG specializes in B2B market research, committing 100% of our efforts and resources to the B2B sector.

Global

Throughout our existence, PMG has had the privilege of working with some of the most recognized and admired companies in the world, such as: GE, Siemens, Sealed Air, Milliken, Google, Kodak, and Canon. We help our clients grow their businesses, whether around the corner or around the globe.

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