

Walker Account Engagement

Accelerating business performance
one account at a time.

Why Walker Account Engagement?

Key customer relationship building and problem-solving is missed when account-level feedback is not fully leveraged. Account Engagement makes account feedback central to improving business relationships, leading to greater share and growth.



Most large companies' sales or account teams today have conflicting goals between servicing and selling more to key customers. Some organizations have yet to launch formal account management programs – while for others – account planning and strategy happens largely separate from the customer feedback.

Walker helps companies do both, beginning with listening to customers in key accounts. Walker has worked with a number of companies to hone a process for following up customer feedback, and making this activity part of the client's ongoing business processes, especially strategic account management. Account Engagement simply means using business customer feedback to identify account needs, having a follow up dialogue, resolving issues, and making the most of customer feedback.

Benefits:

- A proven process that “closes the loop” at the account level, stimulating customer dialogue.
- A customer-facing employee workshop that wins support and equips people to execute the process
- Clear reports to provide a user-friendly story of the account so it's easy to know the next steps
- Guidelines for pre and post-survey communications with customers
- A tool for documenting account follow-up plans and actions, promoting accountability

Improve Communication

- To get feedback in the hands of customer facing employees
- To use feedback in account-level communication
- To show customers their feedback is valuable, being put to use

Increase Actionability

- To put customer feedback to use at the account level
- To improve decision-making at the account-level
- To implement the right actions to improve account experiences and performance

Produce Measurable Payoff

- To have more people using customer information to make intelligent decisions
- To zero in on the key ways to improve account performance
- To improve account-level loyalty producing greater financial returns for each account

Account Engagement was created as companies sought Walker's collaboration and support, particularly our understanding of best practices in large enterprises conducting post-survey management at the key account level, and rules of engaging customers post-survey. Account Engagement offers:

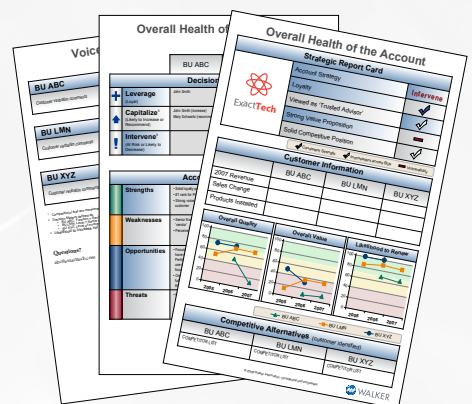
- The right process, that integrates with account management practices
- Training
- Customer communication
- Account-level report formats
- Tool for documenting follow up plans
- Management report to guide operational support to account teams

Results:

- Better use of customer information to make intelligent decisions
- Provides guidelines for post-survey follow-up
- Resolves customer issues
- Improved survey response rates
- Improved account strategy and tactics
- Decreased customer churn
- New sales opportunities resulting from focused dialogue

Focused Account Level Reports

- Customer priorities
- Customer comments/suggestions
- Quick turnaround even with many key accounts
- Current performance/historic trends
- Right role players included
- Packaged to provide easy, scorecard-type reading



Interested in Account Engagement?

Please contact your client service representative or Walker at:

Walker
1.800.334.3939
info@walkerinfo.com

About Walker

Walker helps companies leverage customer perspectives to protect and grow their businesses. Specializing in customer loyalty and related customer strategies, Walker uses innovative approaches to segment, value, obtain, serve and retain customers. Walker's diverse team of consultants provides tailored, comprehensive solutions to help companies achieve their business objectives and, ultimately, grow shareholder value.



Building relationships one account at a time

301 Pennsylvania Parkway
Indianapolis, Indiana 46280
Telephone: 1.800.334.3939
(International: +1.317.843.3939)
info@walkerinfo.com
www.walkerinfo.com