

BUILDING A
CUSTOMER
RADAR

WALKER RADAR FOR THE CLOUD



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IT'S ABOUT EXECUTION

The nature of customer relationships in the technology sector is rapidly changing. Increasingly, technology applications are consumed through the cloud, which means solutions are purchase on a renewal basis.

Author J.B. Wood calls this “Consumption Economics” and in his book by the same title he explains the profound effect it will have on the business models of technology companies.

“In the new economics of the cloud, driving usage is even more critical since nearly all the revenue will be based on consumption, and switching costs will be low for disgruntled customers.”

– J.B. Wood, Consumption Economics

This shift in business models means increased complexity for managing customer relationships. Companies will need an effective way to monitor relationships and in particular, anticipate when customers may not be renewing contracts.



MONITORING CUSTOMER RELATIONSHIPS

For companies providing cloud-based solutions – software as a service (SaaS), platforms as a service (PaaS), and infrastructure as a service (IaaS) – it has become vital that their customers are actively using and reaping the benefits of their tools. Barriers to defection are lower than ever so companies need a system to monitor their customer relationships, and take action to ensure customers will renew their services.

Companies today need a monitoring system or “customer radar” designed to deliver a simple, at-a-glance view of customer relationships.

Real-time dashboards reveal snapshots at corporate and business unit levels, and accommodate drill-down to view the status of individual customer relationships. These dashboards incorporate the data sources that best predicts customer retention and growth opportunities.

KEY COMPONENTS OF THE WALKER RADAR

- **Integration of predictive analytics** – Walker applies analytical models to pinpoint the indicators that best predict defection and growth opportunities.
- **Delivery of clear dashboards** – Walker delivers easy-to-read, tailored dashboards to provide immediate, real-time status of the health of customer relationships.
- **Triggers for action** – Walker incorporates notifications, alerts, and tailored guidance on actions that are most effective in securing renewals and growing customer relationships.

THE WALKER RADAR DELIVERS

Ideal for growth-focused companies, the Walker Radar puts those indicators most closely associated with the health of your customer relationships at your fingertips in a succinct, easy-to-view layout. It's a clear line of sight to the status of relationships, offering these primary benefits:

- **INCREASED RENEWALS** – Dashboard indicators warn of potential risk across the customer base as well as individually by account. Account team members are equipped with the right knowledge to manage risk and avert lost business.
- **IMPROVED FORECASTING** – At the executive level, senior leaders can rely on the Walker Radar to disclose overall business health and target areas contributing to customer risk. This allows them to manage the business with more precise predictability.
- **IDENTIFY CROSS-SELLING OPPORTUNITIES** – Providing reliable, actionable business intelligence, the Walker Radar provides the intelligence to not only maintain customer spending, but even act as a source for growing accounts through cross-selling.

A useful management tool, the Walker Radar provides customer-centric indicators for better decision-making. This helps ensure the organization as a whole is more customer focused, which results in better overall performance.



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FIND OUT MORE!

Talk to Walker to find out how we can help your company. We'll listen to your business challenges and let you know how we can help.

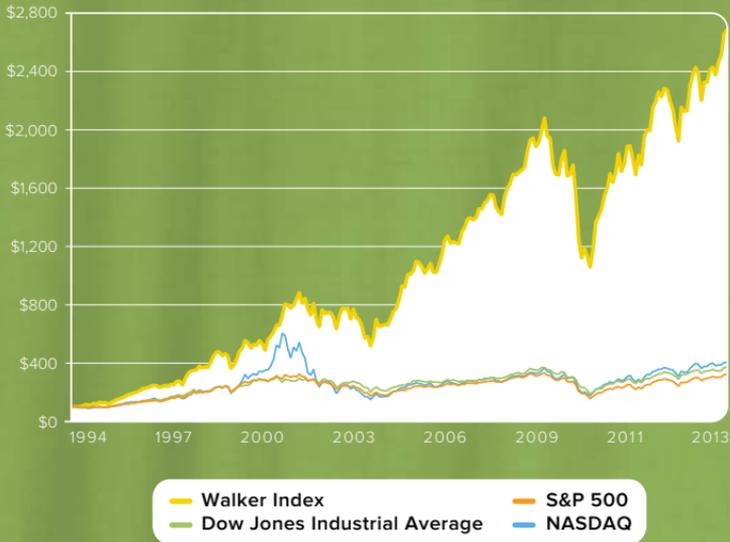
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THE WALKER INDEX



The Walker Index is a stock index comprised of current Walker clients. Companies are included in the index only during their tenure as Walker clients. Companies attracted to Walker are committed to using the customer perspective as an impactful management tool. The Walker Index indicates these companies outperform the broad markets.



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