

WALKER PLAYBOOKS

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INSIGHTS AND FEEDBACK TO TAKE COMMAND OF KEY ACCOUNTS AND WIN

What if the customer sentiment and feedback you'd get from sitting across the table with your key global customers could be encapsulated and in your hands today? That's the idea behind Walker

Playbooks – an innovative approach to delivering critical information to strategic account managers and customer-facing employees. These succinct, information-rich reports:

- Improve decision making
- Prompt informed action
- Generate more business from your most strategic customers



Scorecards build awareness, understanding, and belief, which are fundamental to taking action.

Because Walker Playbooks are focused on key accounts, the content is very specific – generated primarily from feedback and insights from the contacts who most affect your relationship with your customer. Customization and tailoring are key. Walker's team collaborates with you to determine just the right information to share with strategic account managers.

COMPREHENSIVE, CANDID, ACTIONABLE

Feedback and insights from the customers themselves make up the backbone of a Walker Playbook. After data gathering and interviews, Walker consultants shape and hone the information to provide a valuable, actionable snapshot of the current relationship with your customer. Other information, including account goals, financial data, operational metrics and public information, can also be included to provide a broader business perspective.

THE POWER OF PLAYBOOKS

- **SAVE TIME** – Let Walker do this important knowledge gathering so your account managers can stay on task, attending to customer accounts.
- **AVOID INFORMATION OVERLOAD** – Playbooks pull together essential information, cutting through the clutter to offer your account managers only the details they need to maximize key account relationships.
- **KNOW YOUR CLIENT** – Walker Playbooks provide the insight into customer sentiment that's often challenging to obtain on your own. Playing by the book means your account managers will be armed with the information they need to anticipate client needs and manage expectations with confidence.

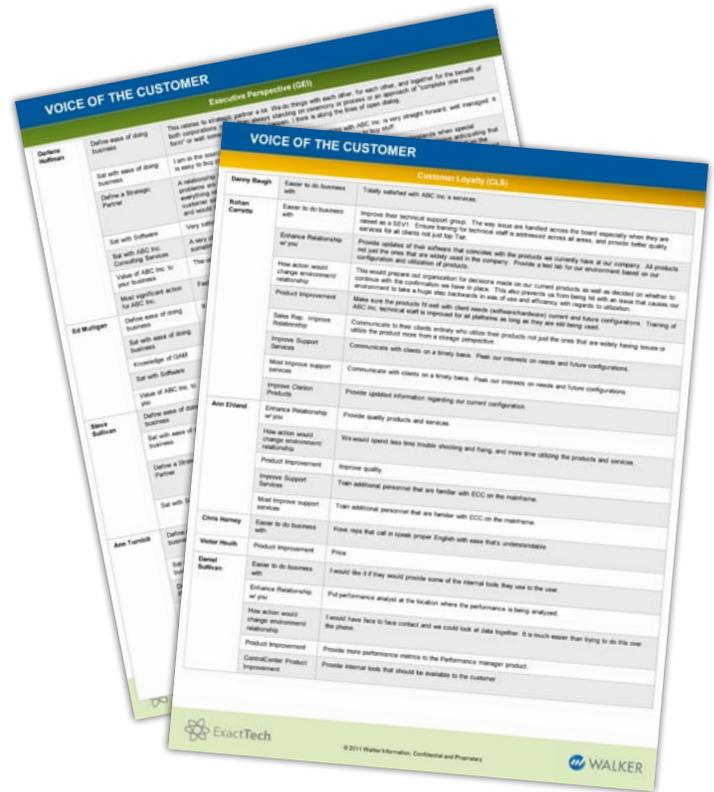
	Exec	Sales	Purch.	Tech	Ops.	Mktg
Ease of Doing Business	80%	82%	100%	25%	89%	100%
Cares About Customers	100%	79%	100%	0%	58%	100%
Likely to Recommend	100%	74%	75%	0%	90%	100%
Not Likely to Search for Alternatives	40%	59%	0%	33%	42%	100%
Sales Rep	67%	79%	100%	0%	55%	100%
Field Sales	75%	75%	NA	NA	100%	NA
Product Offering	100%	70%	87%	33%	55%	0%
Delivery	80%	71%	50%	50%	30%	0%
Technical Support	100%	38%	NA	25%	66%	NA
Return Process	33%	29%	33%	NA	0%	NA

PAVE THE WAY FOR BETTER LONG-TERM PARTNERSHIPS

Walker Playbooks can help you leverage your customer's perspective to protect and grow your strategic accounts. These reports facilitate improved dialogue, sending important messages to your customers:

- "We've listened to your input."
- "We are taking action to improve issues of concern."
- "We want to collaborate to find appropriate solutions."
- "We want to consistently improve the way we partner with you and help your business."

Using the Walker Playbook, strategic account managers make better decisions, take more informed action and generate greater results.



ABOUT WALKER

Walker specializes in customer loyalty and related customer strategies, including innovative approaches to segmenting, valuing, obtaining, serving, and growing customers. Walker's diverse team of consultants provides tailored, comprehensive solutions to help companies achieve their business objectives and, ultimately, grow shareholder value. Walker's consultants regularly conduct workshops and assessment programs to help organizations improve their ability to administer customer listening programs.

SEE THE DIFFERENCE

This image represents what is happening in business today—customer-focused companies are outperforming the market-place. The customer-focused culture within these companies has allowed them to develop less risky, more stable business models. This results in companies delivering better results by putting their customers at the center of their business.



MEMBER OF



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