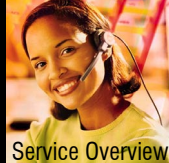


**You're downsizing, rightsizing,
reengineering and rewiring...**



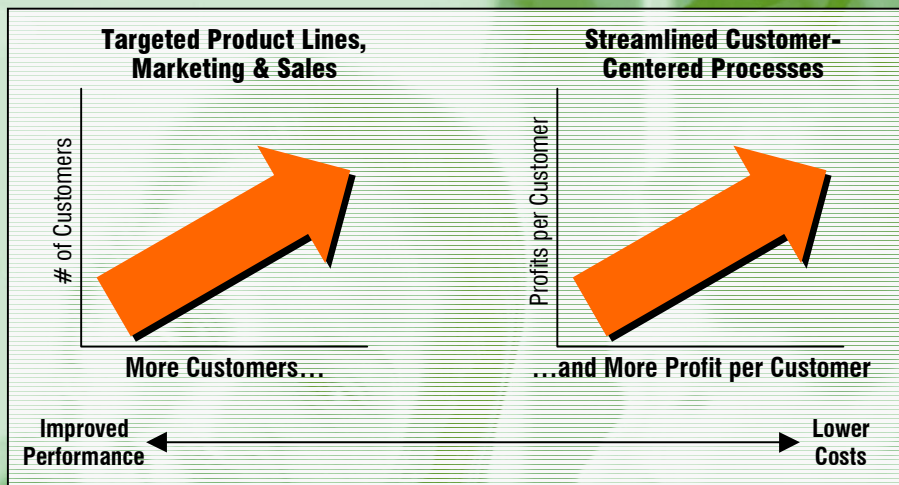
**BUT WHAT ARE YOU DOING FOR YOUR
CUSTOMER?**

CRM

**Customer
Relationship
Management**

Identifying, capturing and keeping your core customers

Effective CRM—



Results—

- Customers who buy more
- Customers who cost less to serve
- Customers who remain loyal
- Customers who recommend your service
- Customers who are less price sensitive
- Customers who are receptive to cross- and up-selling

"There is only one boss. The customer. And he can fire everybody from the Chairman on down, simply by spending his money somewhere else."

- Sam Walton (1918-1992)

Uncertain times are a threat and an opportunity:

A threat— to keeping your customers and keeping them spending

An opportunity— to make your business streamlined, responsive and customer-focused

**LET SBR HELP YOU TO
MEET THE CHALLENGE**

SBR is a low-cost, professional services contractor with over twenty years of proven expertise in:

- Marketing, research and sales
- Industry and competitor analysis
- Process streamlining and operations support
- Customer relationship management

CRM

**Maximize revenue per customer
Minimize cost per sale**

**S·B·R
GLOBAL™**

Key Issues in CRM

and how
SBR can help



1 MINIMIZING INITIAL ACQUISITION COST

How SBR Helps

- CUSTOMIZED MARKET RESEARCH to separate opportunity from illusion
- DEMAND PROFILES AND FOCUS GROUPS to zero-in on core customers
- DATA-MINING to find easy hits and reactivate old leads
- CUSTOMER CAPTURE through M&A and strategic alliances

2 GENERATING REVENUE GROWTH

- PRODUCT AND SERVICE DESIGN to hit the market's hot buttons
- EFFICIENT SEGMENTATION to boost return on existing product lines
- CORE DEMAND ANALYSIS to maximize cross-selling and up-selling
- INCENTIVES AND LOYALTY PLANS to generate and keep customers

How SBR Helps

3 CAPTURING COST-SAVINGS

How SBR Helps

- MARKET SCANS to focus efforts for maximum pay-off
- PROCESS BENCHMARKING to ensure best-practice efficiency
- LOGISTICS SUPPORT for seamless flows from sourcing to sales
- TARGETED SELLING to reduce account churn and your costs per sale

4 MAXIMIZING REVENUE PER CUSTOMER

- CUSTOMER PROFILING to anticipate demand and cross- or up-sell
- PRODUCT BUNDLING AND PRODUCT-LINE EXPANSION to boost sales
- ACCOUNT MANAGEMENT METHODS to segment and harvest your customer base
- DATA-MINING to pursue hot prospects and drop the duds

How SBR Helps

5 CEMENTING THE RELATIONSHIP

How SBR Helps

- CUSTOMIZED CRM SYSTEMS to enhance your customer interface
- STREAMLINED COMPLAINTS MANAGEMENT to keep customers satisfied
- EXECUTIVE AND TECHNICAL RECRUITING to meet CRM needs
- TRAINING AND SUPPORT to ensure effective relationship management

AN INTEGRATED SUITE OF SERVICES TO FOCUS ON YOUR CUSTOMERS