

## Customer Expectations

Easily find information & resources online to help educate our organization on best practices.

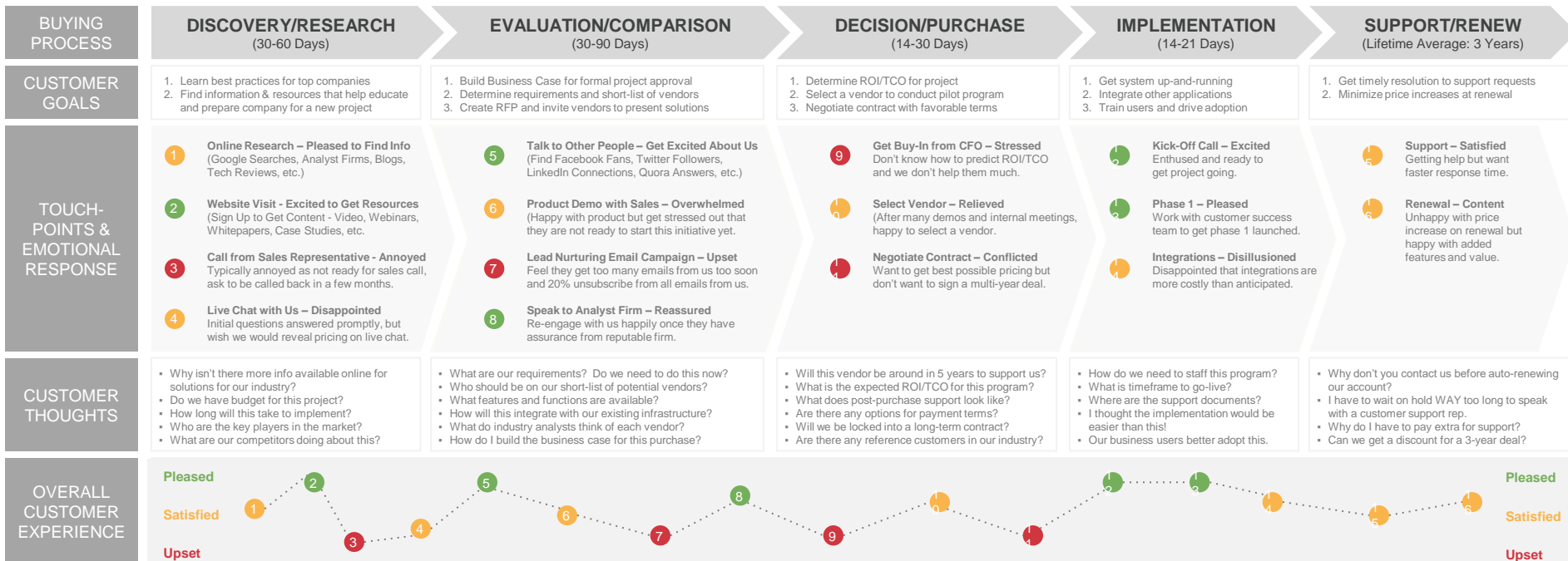
Vendors have information online about their solutions, pricing and differentiation.

Can speak to customers in our industry about their experience.

Documentation is available and clear regarding install.

Online support community, FAQ; service-level-agreement.

## Customer Experience Journey



## Recommendations

### IDEAS TO IMPROVE

- Provide industry 'solutions' and case studies on corporate website.
- Create business case template for buyers to use
- Don't assign to sales so quickly

- Develop an RFP and buyer's guide to facilitate buying process
- Simplify demo to reduce stress and anxiety
- License Analyst firm research study or vendor profile
- Reduce number or frequency of nurturing emails

- Get SAS70 certification to remedy security concerns
- Build ROI/TCO calculator to facilitate buy-in
- Consider monthly billing with no contract option

- Improve implementation guide and AP documentation I for custom integrations
- Build "Quick-Start" consulting offering

- Audit customer support resolution times
- Develop a service-level-agreement that aligns to our brand promise of efficient service.