

## EPMS CustomerPulse™ Service Pricing

	Monthly Pulse	Bi-Monthly Pulse	Weekly Pulse	Pulse w/SWOT
We create your buyer survey questionnaires and invitations. We review our proven library of questions to <b>drive retention, expand services to existing customers, and collect referrals</b> . Together we choose appropriate questions to reach your goals.	✓	✓	✓	✓
We <b>alert you immediately</b> when a customer is at risk of leaving or dissatisfied with your recent performance.	✓	✓	✓	✓
We create <b>real-time online reports</b> to present information effectively, identify <b>sales leads</b> , market opportunities, process improvement areas, query data, analyze trends, and view individual survey responses.	✓	✓	✓	✓
We drive candid feedback by creating a safe environment for customers to share <b>unbiased feedback</b> .	✓	✓	✓	✓
We drive response rates by delivering surveys and monitoring response rates, and adjusting questions and email invitations. Typically <b>20-30% response rates</b> continuously.	✓	✓	✓	✓
We <b>manage survey frequency</b> at the individual contact level for repeat buyers. We survey repeat buyers typically every 60 to 90 days to ensure a loyalty building experience and continual participation. Frequency varies by client and together we choose the proper frequency for your customer base.	✓	✓	✓	✓
Benchmark your scores against over <b>32,000 graphics communications buyer opinions</b> collected each year to help understand your competitiveness in the market (standardized questions only). Customer Loyalty benchmarked monthly.	✓	✓	✓	✓
Consultation on question order and wording	✓	✓	✓	✓
Consultation on invitation wording and how to position feedback surveys with customers	✓	✓	✓	✓
Data collection methodology consulting(URL strategy, timing)	✓	✓	✓	✓
Complete <b>SWOT analysis</b> (strengths, weaknesses, opportunities, threats) as viewed by your customers to support strategic planning and ISO requirements. Done quarterly				✓
Quarterly <b>comment cluster analysis</b> to pinpoint top priorities & opportunities.				✓
We conduct a quarterly <b>executive team review</b> (live web meeting).				✓
Review reports and feedback gathered. <b>3<sup>rd</sup> party unbiased interpretation of feedback</b> .				✓
Custom report creation including analysis, graphics, summary				✓
Survey launch frequency to customers buying products and services. We also do not survey repeat buyers more often than every 60 to 90 days to keep the process pleasant and inviting.	Monthly	Every Two Weeks	Weekly	Analysis conducted quarterly
Price:	<b>\$49/mon.</b>	<b>\$69/mon.</b>	<b>\$99/mon.</b>	<b>\$299/qtr.</b>

Pricing is for one location and for multiple locations run as a single entity. Discounts are available for operations with multiple locations that have special project management needs for each location. There is a \$100 one time setup fee to get survey, logos, process set up customized to your business. Payment methods: credit card. Cancel anytime with 30 days notice. Please ask about MarketPulse and view the on-demand demo of EPMS CustomerPulse at [www.surveyadvantage.com/printerdemo](http://www.surveyadvantage.com/printerdemo).

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