

The Avalon Edge

- E ntrepreneurship
- D edication To Excellence
- G reat Value Creation
- E thical Approach

Enhancing Customer Relationships

Client Situation

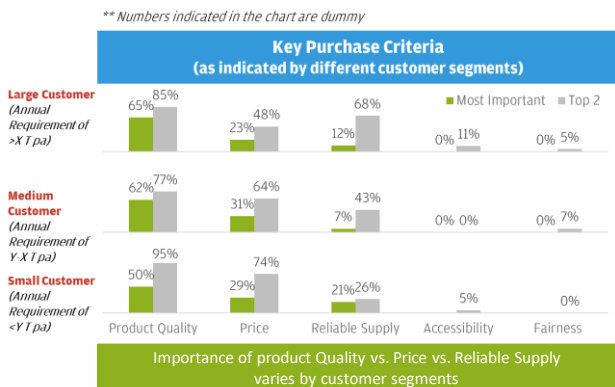
- The Client was a leading bulk-chemicals manufacturer with a large customer base comprising both, large and SME customers, being serviced directly as well as through a distribution network. Though the Client was a market leader, it was cognizant of the evolving nature of customer expectations and intensifying competition - and hence wanted to be a frontrunner in anticipating and meeting these expectations, thus maintaining its leadership position
- Avalon has been supporting the Client for over a decade, in designing its customer engagement program – from understanding needs, assessing satisfaction levels, defining the improvement areas, and implementing certain initiatives to enhance customer relationships

Avalon Intervention

Avalon’s Framework on Customer Relationship Enhancement was used to provide comprehensive support to the Client. This involved four key areas of intervention

1 Needs Assessment and Segmentation

- Identified customer segments which went beyond just demographics

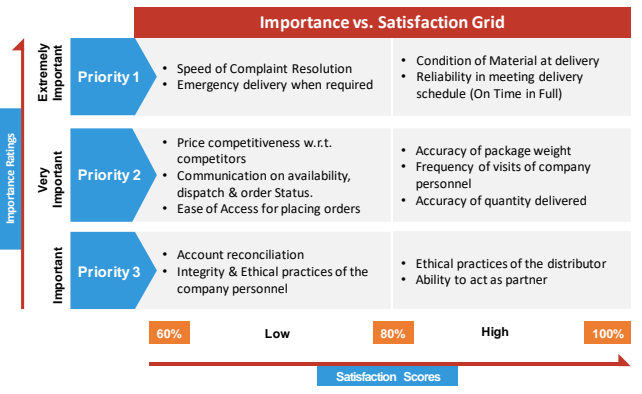


2 Customer Satisfaction Assessment

- We identified key areas of improvement using our proprietary POSAT model to assess customer satisfaction on an exhaustive set of parameters
- Customer feedback captured in the form of satisfaction scores, customer verbatims and actual values of key performance indicators. Client performance was also compared with competition for select attributes

3 Prioritizing Improvement Areas

- Analyzed the customer feedback to identify the areas of improvement and initiatives required to address the performance gaps
- Prioritize the area of improvement using importance vs. satisfaction grid



4 Implementing Initiatives

- Avalon has a structured PMO (Project Management Office) module to implement select initiatives to improve client’s performance on the chosen parameters thus improving satisfaction levels

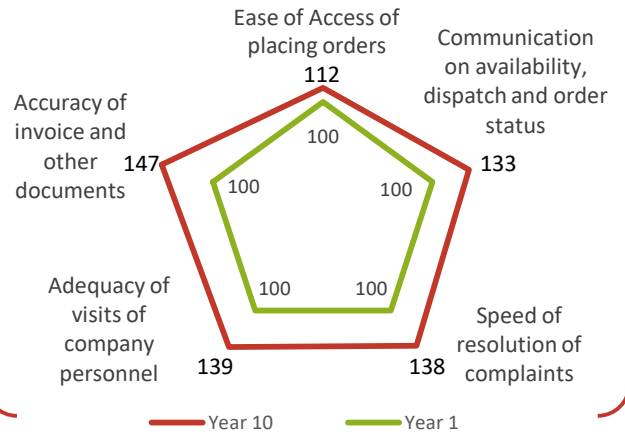
Outcome

1 As a result of continuous improvement initiatives, client satisfaction scores have improved significantly over last decade

Improvement in Satisfaction Scores at parameter level (Year 1 vs. Year 10)

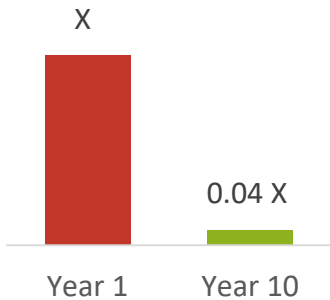


Improvement in Attribute scores of 'Service by Company' (Year 1 vs. Year 10)

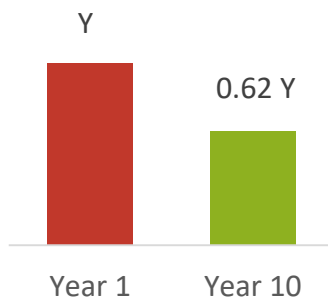


2 Significant improvement was seen across several attributes which were tracked as part of the exercise

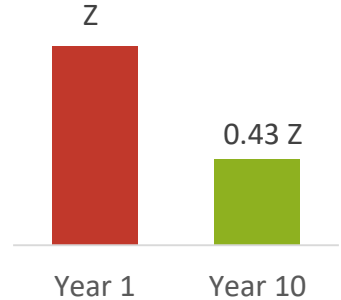
Rejection / Return due to quality problems (% of orders served)



Complaint Resolution Time (Key Customers)



Errors in billing and Documentation (% of total invoices)



3 Specific Insights and consistent feedback derived from the exercise has guided company to continuously improve and maintain the market leadership position

4 Presently, the client has transformed into a highly customer centric organization with end-to-end digital processes and much closer connect with the channel and end customers

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