

Respondent Classification - Customer Loyalty

Date Sent: 07/10/01

Sample #: 100081
 Name: Mr John Herbert
 Title: G.M. Supply and Wholesale
 Company: Progressive Stores Ltd
 Address: 124 W. Williams St.
 Winslow, AZ 98765
 Telephone / Fax: 602-111-9999 / NA
 E-mail ID: j.herbertt@progressivestores.com

Lead Score: 91.37 (out of 200)
 Lead Type: B

The lead is evaluated & classified according to objective BANT criteria.

Source: C: Web:

CRM decision-making abilities involve:	1	Company
View of company's current market	3	Somewhat Volatile
View of company's future market	4	Highly Volatile
View of company's current competitive landscape	3	Many known competitors
View of company's future competitive landscape	5	Many known & unknown competitors
Employs Stores as channel currently	Yes	
Will employ Stores as channel in future	No	
# of Stores	75	
Employs Catalog as channel currently	Yes	
Will employ Catalog as channel in future	No	
# of Catalog brands	75	
Employs Internet as channel currently	No	
Will employ Internet as channel in future	No	
# of Internet brands	0	
Employs Call Center as channel currently	No	
Will employ Call Center as channel in future	No	
# of Call Centers	0	
Employs PDA as channel currently	No	
Will employ PDA as channel in future	No	
# of PDAs	0	
SKUs per store		8,000
SKUs		0
SKUs		0
SKUs		0
SKUs		0
# of C		12,500
# of C		0
# of C		0
# of Customers per call center		0
# of Customers per PDA		0
View focus of organization as:	3	1 = Product, 4 = Customer
View marketing of organization as:	1	1 = Mass Marketer, 4 = 1 to 1 Mark.
View channels of organization as:	1	1 = Single Chan., 4 = Multi-channel
% of customer population that customer database contains	20	
% of total sales that customer database represents	20	
Capture data at daily/weekly aggregation level	Yes	
Capture data through transaction summary information	Yes	
Capture data through transaction line item information (SKU)	Yes	
% of sales transactions associated to specific customers	0	
Access to name and address of each identified customer	No	
Sales transactions used as source of segmentation data source	Yes	
Primary market research used as segmentation data source	Yes	
Demographics used as segmentation data source	No	
Operational data used as segmentation data source	Yes	
Secondary market data used as segmentation data source	No	
Segmentation performed by company at Geography level	No	
Segmentation performed by company at Customer level	Yes	
Segmentation performed by company at RFM level	No	
Segmentation performed by company at Product level	Yes	
Segmentation performed by company at Behavioral level	No	
Segmentation used by company for Strategic Planning	Yes	

Contact information, including email, fax and source is provided to sales.

Every prospect survey answer is available to sales, who can use these to personalize the sales conversation.

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Segmentation used by company for Product/Service Development	Yes	
Segmentation used by company for Marketing Campaigns	No	
Segmentation used by company for Individual marketing tactics	No	
Segmentation used by company for Targeted promotions	No	
Within segmentation, available budget is considered:	1	Inhibitor
Within segmentation, profitability analysis is considered	2	Contributor
Within segmentation, campaign management is considered:	2	Contributor
Within segmentation, sources of data is considered:	2	Contributor
Within segmentation, access to data is considered:	2	Contributor
Within segmentation, quality of data is considered:	2	Contributor
Within segmentation, timeliness of data is considered:	2	Contributor
Within segmentation, analysis & reporting is considered:	2	Contributor
Customer Retention this year	2	
Customer Acquisition this year	3	
Customer Development this year	2	
Customer Retention next year	3	
Customer Acquisition next year	3	
Customer Development next year	1	
Customer frequent shopper program status:	1	Active
Frequent shopper cards can be used:	0	NA
Frequent shopper data used at HQ or enterprise level	Yes	
Frequent shopper data used at division or company level	No	
Frequent shopper data used at Individual Store level	No	
Frequent shopper data used for merchandise selection	Yes	
Frequent shopper data used for customer-service decisions	Yes	
Frequent shopper data used for marketing communications	Yes	
Currently have a campaign management system	No	
Plan to acquire campaign management system in:	0	NA
Customer db enables identification of most profitable	No	
Customer db enables identification of customer spend	Yes	
Customer db enables identification of customer channel	No	
Customer db allows analysis of customer migration	No	
Customer db provides single view of single channel	Yes	
Customer db provides single view across all channels	No	
PC-based marketing database used	Yes	
Client/Server marketing database used	Yes	
Stand-alone midrange marketing database used	No	
Mainframe marketing database used	Yes	
Outsourced marketing database used	No	
company plans to enhance marketing database solutions within:	3	7-12 months
In upgrading/enhancing marketing database, company will spend:	0	NA
Annual sales:		0