

Lawnboys, Amazon.com, and MDI

Bob Shaff
Customers for Life

Abstract:

MDI is taking significant steps to earn customer loyalty and to turn our users into Raving Fans of MDI's products and services. This presentation, and the associated "live chat sessions" during the conference, will relate stories of the neighborhood lawnboy and Amazon.com to MDI's journey to customer loyalty. Action plans and milestones will be detailed.



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Lawnboys, Amazon.com, and MDI: A Story of Customer Relationships

Bob Shaff, Customers for Life Consulting
Jim Ryan, Director of Customer Satisfaction
ADAMS International Users Conference

June 19, 2000





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The Lawnboy Story





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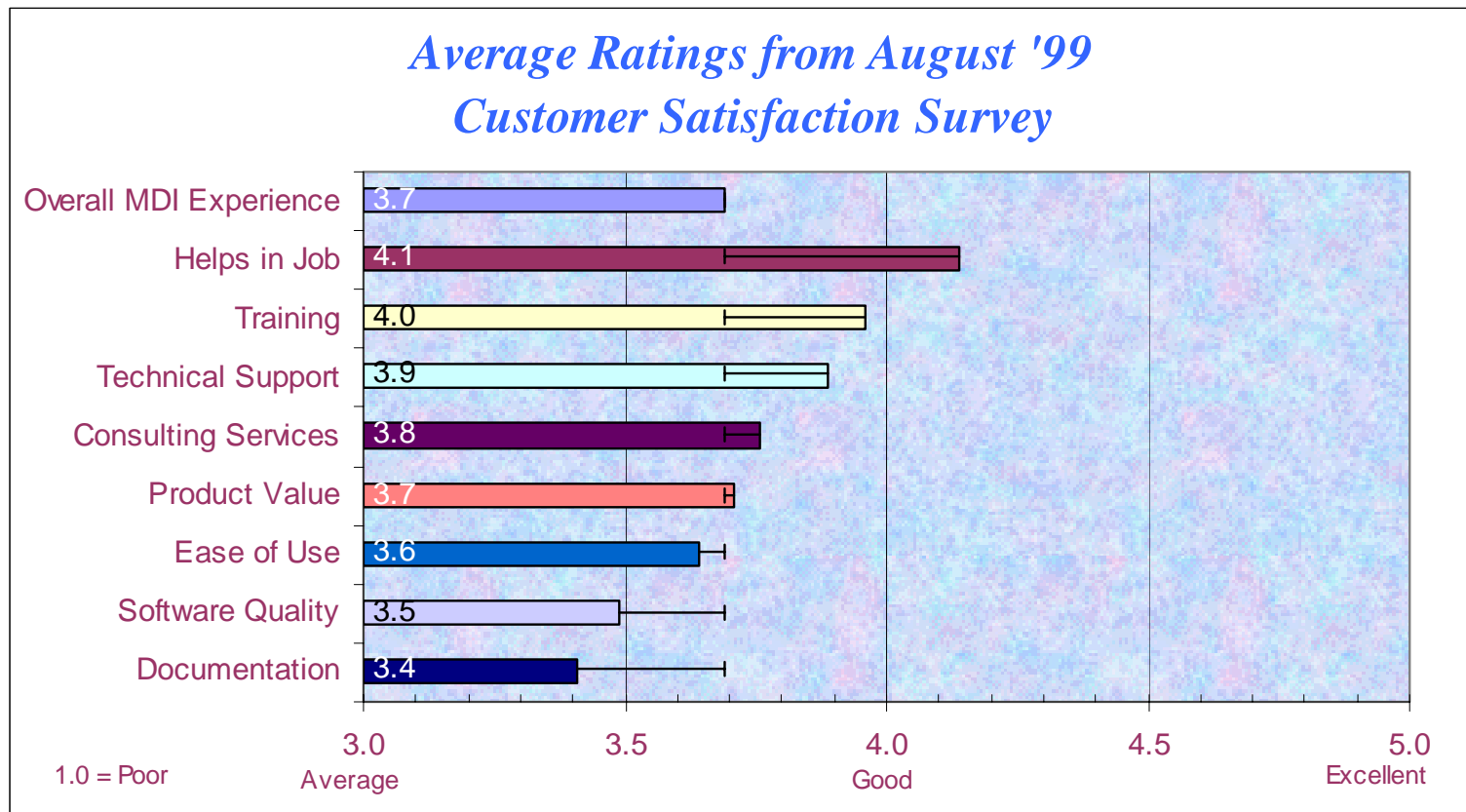
Customer Interactions and Personalization





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Summary of Survey Results

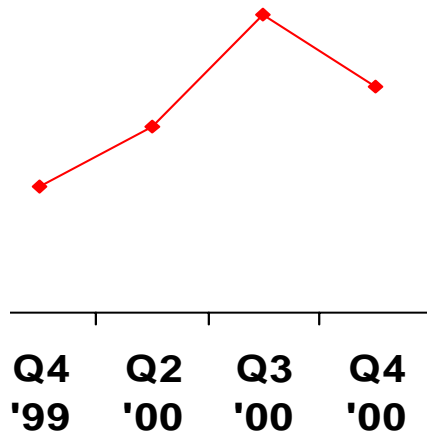




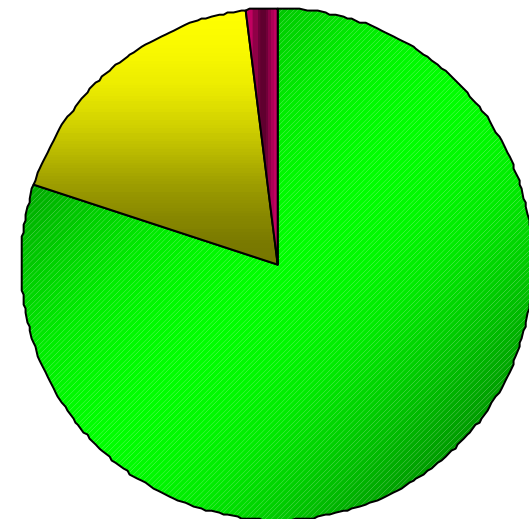
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Evaluating Trends

Rate your Overall Satisfaction with MDI and ADAMS



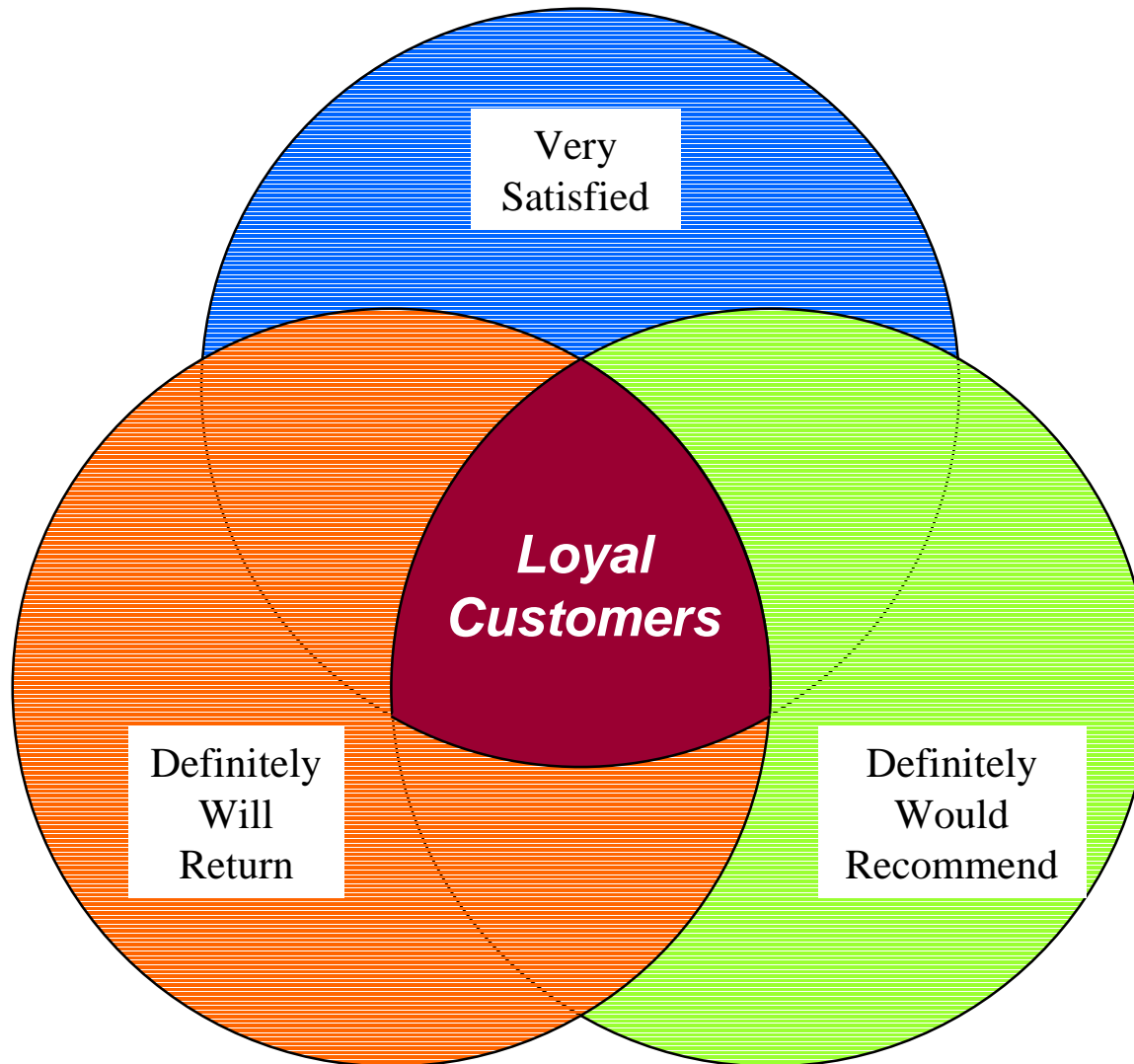
Rate your Relationship with MDI Today compared to 1 year ago



Better Same Worse



Going beyond Satisfaction: establishing a Customer Loyalty Index





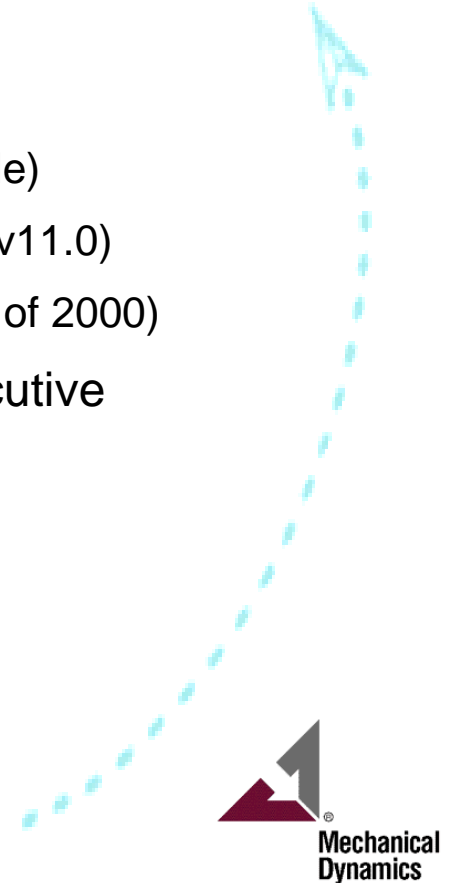
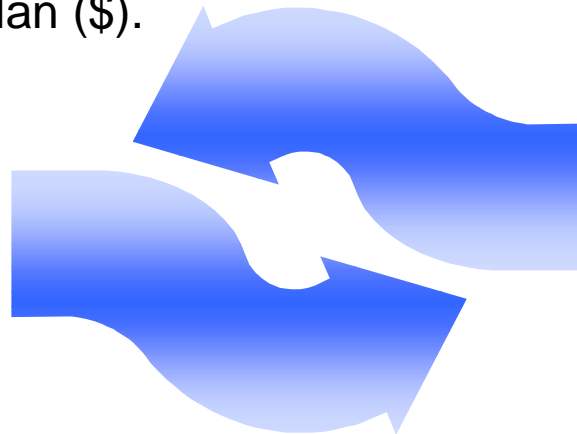
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Show Me the Money!

■ MDI Action Plans

- ◆ Creation of Customer Perspective Team; Director of Customer Satisfaction position (done)
- ◆ ADAMS Examples Library (with v11.0)
- ◆ Increased Beta Testing (with v11.0)
- ◆ Standard North American Service Level Agreement (available)
- ◆ “Welcome to the ADAMS Family” packet to new users (with v11.0)
- ◆ Customer Advisory Panel and better user scenarios (by end of 2000)

- *Customer Satisfaction* is a significant part of the MDI Executive Compensation Plan (\$).

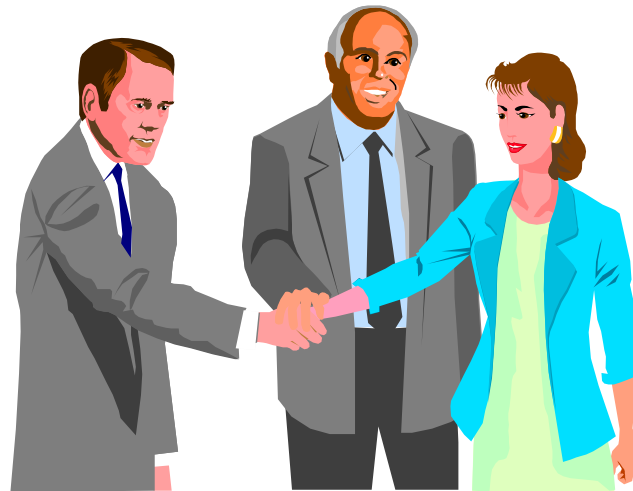




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Next Steps...





- Worldwide User Satisfaction Surveys
- User Community Newsletters
- Online User Groups
- Regional User Conferences
- Online Support Tools
- Feedback Database
- Importance Surveys

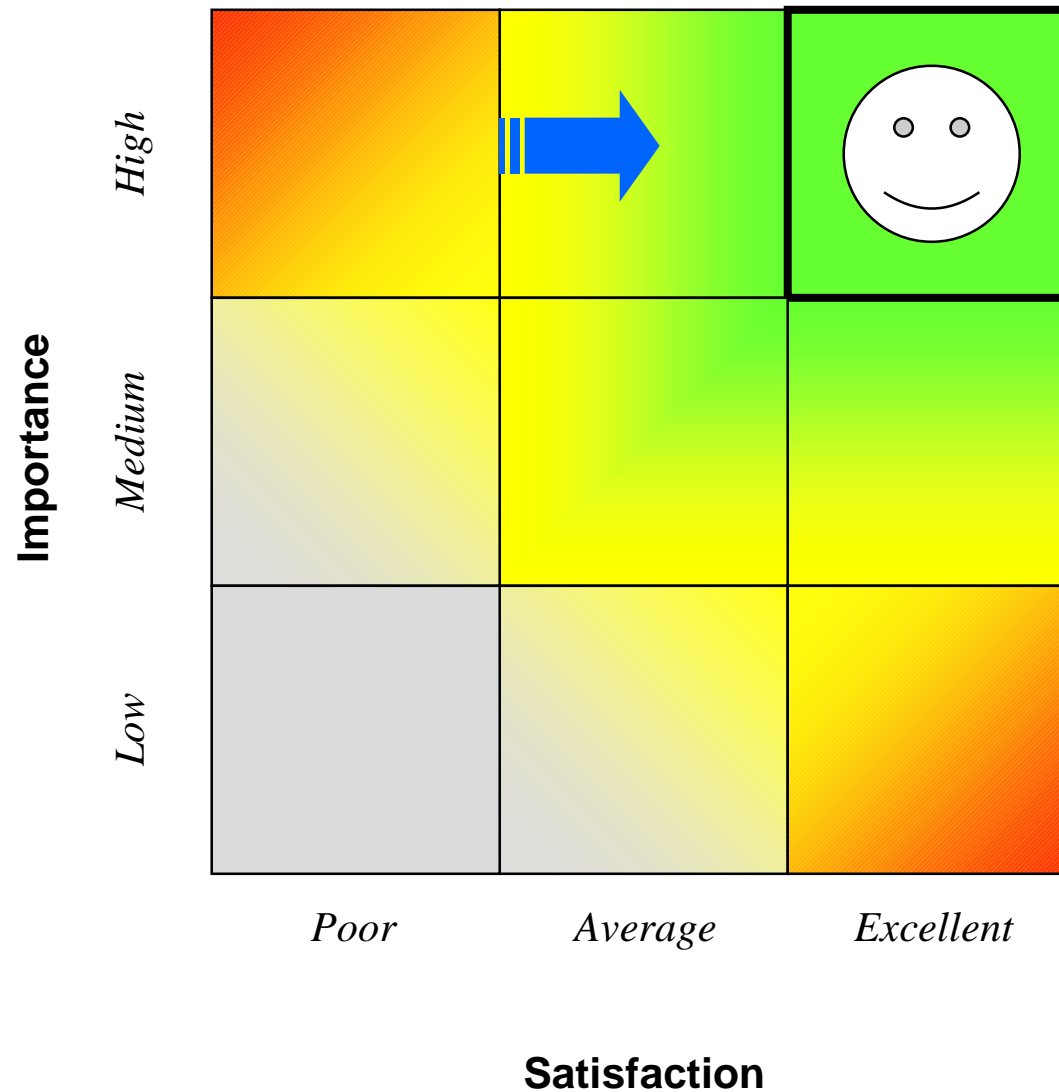




ADAMS

Biggest Payback from Improvement Actions

-  = Keep Up the Good Work
-  = OK for now; Monitor
-  = Take Corrective Action
-  = Ignore





MDI Wants You!

(to continue to give us your feedback)

