



The Team at Market Wise Advantage recognise and understand the importance of having business performance metrics which go beyond the fundamentals of sales, profit and market share in highly competitive market.

## What's this all about?

- Our Customer Engagement Programs help our clients to develop a clear understanding of performance as it relates to the overall business interaction as seen by their key customers across channels to market and competitors.

## How do we go about it?

- The process captures key insights from both your customer's and your business's perspectives.
- We measure the effectiveness of current engagement; provide a comparison between your competitors and an understanding of the gaps.
- The program supports customer engagement measures across Head office key accounts and field sales interactions at store level.

### Head Office /Key Account Engagement

Strategic Business Engagement  
Brand development and Activation  
Key Account Development  
Commercial capability  
Supply & Service  
Overall satisfaction levels

### Field Sales Engagement

Strength of the relationship  
Provision of market data  
Product innovation  
Product detailing & training  
Product display and merchandising  
Promotions  
Handling of product returns  
Claims & credit management  
Product deliveries  
Overall satisfaction levels

## What will we deliver?

- The key outcomes our Customer Engagement Programs are an action oriented process with an in-depth Insights package developed for each participating business.
- Through our dedicated workshops, our experienced team provide the answers to the question - "So what does this mean for our business and how do we use this to drive out a competitive advantage".
- We can then help to improve processes and up skill your team to deliver a consistent position of "First Choice" with your customers.

## Need to know more?

- Just contact Market Wise Advantage from the details on our Contacts page.