

**MARKET  
SEARCH**

**FORESPRING**



*Empowering Companies  
To Make Better Decision*

*Forespring™*

THE WAY AHEAD IN LOYALTY...

**When it comes to Loyalty, Forespring™ helps you lead the way**

Imagine yourself gazing out into the future, trying to make wise decisions about pricing, product development, services or establishing human relations, any of which could have an impact on the loyalty of your customers or employees as well as the future success of your company.

In any event, whatever you may decide, will have a big impact on your company's ability to retain profitable customers and keep employees loyal, motivated and happy.

Still, you need to make decisions. And you need to make them now.

**Forespring™ unlocks fresh perspectives on the future to take such decisions!!**

**Forespring™** is the leading Scandinavian service firm that has more than 10 years of experience in helping organizations for making better decisions about customer and employee loyalty.

We offer a combination of experienced guidance and innovative techniques to address the complex array of factors that affect customer or employee loyalty.

One of our most exciting innovations is a new predictive management loyalty model that helps decision-makers to recognize the factors that are important for their business, translate them into a coherent set of performance measures and determine the impact of future actions that it will have on loyalty performance.

**Forespring™** uses customer or employee data from virtually any source like quantitative surveys, HR systems and CRM data on customer spending and behavior patterns to show you how your company is measuring up in terms of loyalty today.

**Mastering the long view**

Based on neural-network technologies from the world-renowned Niels Bohr Institute at the University of Copenhagen, **Forespring™** is helping companies to build sustainable loyalty strategies for the future.

By enabling decision makers to test decisions in realistic scenarios and see the impact of their actions on loyalty measures before they implement them, **Forespring™** empowers decision makers to leverage these measures to improve loyalty and bottom-line.

At **Forespring™**, we believe that leadership is the key to the long-term growth and success of every organization. The brochure you are holding in your hand will hopefully give you an insight into how our experience and techniques are helping clients lead the way in loyalty.

## The first Neural Network-Based loyalty Simulator® Forespring™ Loyalty Simulator®

Building and managing loyalty has become a priority for companies and organizations of all sizes in all types of industries and markets.

Only few decision-makers find it easy to step back and assess loyalty objectively. Many find it difficult to even identify all factors that they should be considering.

**Forespring™** is a practical management decision support and measurement tool that offers a better way to uncover factors that actually drive loyalty, so that companies can spend more wisely and more effectively, thus increasing the chances for making the right decisions that will generate better ROI.

It is simple, powerful and offers a truly exciting way for effectively managing loyalty and unlocking fresh perspectives for the future.

### Forespring™ Loyalty Simulator empowers decision-makers to:

- Discover the drivers of loyalty for their organization
- Measure loyalty performance
- Segment customers
- Create most-profitable customer profiles
- Discover opportunities for creating synergies
- Predict the impact that the new product or service programs will have on loyalty
- Develop valuable benchmark metrics and track progress
- Assess the economic viability of loyalty program initiatives
- Test business scenarios and unlock fresh perspectives for future loyalty building initiatives

All this has been made possible by using the newest 'state of the art' Artificial Neural Network (ANN) technology. ANN allows you to come closer to reality than any other analysis methods, because ANN can cope with non-linear correlations, it can manage huge amount of data, it can work extremely fast and enable you to predict the effect of a given action before it is implemented.

### FORESRING™ LOYALTY SIMULATOR® PROVIDES ANSWERS TO QUESTIONS ABOUT CUSTOMER LOYALTY LIKE:

- ◆ Will heavy investment in loyalty programs make a difference in customer loyalty?
- ◆ Will we lose loyal customers if we raise prices by 3%?
- ◆ Will we get our money's worth out of new product or services?
- ◆ Which new initiatives will offer the greatest return on our investment?
- ◆ Who are our high profit customers?
- ◆ What's the best way to attract higher profit customers and persuade them to spend more?
- ◆ Will customers who join our loyalty program increase their spending?
- ◆ Will a 3% rebate result in an increase of sales that will more than pay for the offer?
- ◆ And more .....

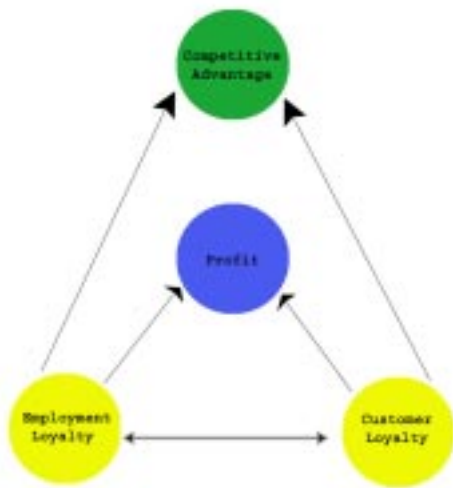
### FORESRING™ LOYALTY SIMULATOR® PROVIDES ANSWERS TO QUESTIONS ABOUT EMPLOYEE LOYALTY LIKE:

Mature employees leaving their jobs and new hires moving from job to job, Forespring Loyalty Simulator can help HR professionals answer to real-time questions like:

- ◆ What are the levels of employee satisfaction with their job today?
- ◆ Are our company's values understood and perceived as meaningful by employees?
- ◆ Do employees feel they have a genuine influence on their work?
- ◆ What's the best way to attract well-educated professionals?
- ◆ Should pay increase be linked to performance?
- ◆ Should an employee stock option plan be implemented to retain employees?
- ◆ Will a private health insurance program motivate older employees to delay retirement?
- ◆ And more...

## How Loyalty leads the way to competitive advantage

How many companies do you know that systematically manage their operations with loyalty in mind? Increasingly, successful companies make loyalty management central to the way they conduct their business because it leads to good things happening to their business.



### ➤ Knowledge...

The better a company knows its customer, the better it delivers superior value and generates revenue streams... so it can find and keep more customers and qualified employees.

### ➤ Leads to customer value...

When a company consistently delivers customer value and earns customer loyalty, market share and revenues go up, customers show less sensitivity to price as they buy more and the cost of acquiring new customers goes down. If you succeed in this strategy, the Life Time Value of our customer base will weigh heavily on the asset side of your balance sheet.

### ➤ Which leads motivated employees...

The company then can provide workers with better incentives and more meaningful work. This attracts qualified employees and leads to higher employee satisfaction and commitment; as employees stay longer, their productivity goes up and training costs fall.

### ➤ Which leads Loyal customers...

Employees' overall job satisfaction, combined with their experience enables them to service customers better; and customers are then more inclined to stay loyal to the company. Customers may even become advocates and recommend your products or services to others. Research conducted together with Copenhagen Business School, shows that if employee loyalty goes up by 2%, customer loyalty goes up by 2.5% and profit by 6%.

### ➤ Which leads to competitive advantage...

Finally, as the best customers and employees become part of the loyalty-based system, competitors are left to survive with less customers, less talented employees and less profit that again weakens their competitiveness.

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## FORESRING INDIA

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