

Customers.com[®] Technologies Advisory Service from Patricia Seybold Group

ABOUT THIS SERVICE

All of our research takes the customer perspective—representing customers' requirements, evaluating customer-impacting products and services, describing key technology and market trends that affect your customer relationships, and identifying best practices in delivering compelling customer experiences.

All of our research is actionable. Our subscribers use our research to *shorten time to market*, *lower costs*, and to *reduce risk* in their decisions. Their benefits are *more satisfied and profitable customers*, *more effective organizations*, and *more effective and efficient technology investments*.

KEY FEATURES

Our research has significant advantages and differentiators:

- **Vision and Thought Leadership.** We're always ahead of the curve. Patricia Seybold and her colleagues have continually demonstrated real vision for the direction of technology.
- **Customer-Centric Research.** Our research not only takes a customer perspective, it is about the products and technologies that customers use.
- **Focused Coverage.** We're a small and focused firm. We cover the areas that are the most critical to your customer experience.
- **In-Depth Analysis.** Our specialty is detailed, in-depth analysis. No sound bites for us. No fluff, either. When we choose a topic, we write about it substantially and actionably.

- **Framework-Based Product Reviews.** Our reports are based on evaluation frameworks that are a set of criteria that are exactly customers' requirements for acquiring and using products.
- **Research Treatment Types.** We write several types of reports or treatments, including: frameworks, case studies, evaluation matrices, Vendor Strategies, and Executive Guides.

THE CONSULTANTS/ANALYSTS

The analysts who perform the research are industry veterans with at least 20 years of broad and deep experience. Each is an acknowledged expert in her or his coverage area.

Most significantly, our analysts are also our consultants. We work with the customer companies that use the products as well as with the vendors that develop and support them. We write from experience.

DELIVERABLES

A continuous supply of information and insights:

- **Access to Consultants/Analysts.** Develop a personal relationship with us.
- **Unlimited Seats.** For your entire organization.
- **Online Web Access.** 24x7, 365 days a year.
- **Weekly Emails.** Research delivered weekly to your Inbox.
- **Quarterly Webinars.** Attend interactive research discussions and Q&A.
- **Quarterly Client Updates.** To stay on top of your latest developments.
- **Client Promotional Webinars.** To promote your products/services.
- **Client Product Reviews or Case Studies.** Featuring your products and customers.
- **Workshop Tickets.** Attend knowledge transfer training sessions.

THE PATRICIA SEYBOLD GROUP

If you're a visionary customer-focused executive, the Patricia Seybold Group should be your first choice for ongoing strategic advice, business and technology guidance, customer experience best practices, and help with customer-centric initiatives.

For over 25 years, the Patricia Seybold Group has been helping clients to design and continuously improve their customer-focused business strategies and processes using their proven consulting methodology, [Customer Scenario® Design](#).

The CEO and founder, Patricia Seybold, is the international best-selling author of *Customers.com*, *The Customer Revolution*, and her latest book, *Outside Innovation*.

& 617.742.5200

 feedback@customers.com

 http://www.customers.com/members_psgadvis.aspx

RESEARCH FOCUS

Although always evolving, our research agenda includes the following customer-centric topics:

- Business Practices
- Case Studies
- Collaboration
- Communities
- Customer Co-Design and Scenario® Mapping
- Customer Experience
- Customer Innovation
- Customer Metrics
- Portals
- Roles & Responsibilities
- Search, Findability, and Navigation
- Self-Service
- Social Networking

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