

Announcing TARP Worldwide's Eighth Annual eCare Benchmarking!

eCare is an annual cooperative benchmarking study to gauge the state of the customer web-based service experience. Past participants have used the findings to inform decisions that significantly enhanced their Web-based services, resulting in improved customer communication, loyalty, and—ultimately—profit.

Be a part of this innovative study that has been uncovering findings and identifying trends that are shaping the future of Web-based customer interaction.

Critical Insight on Your e-Service

Participation in this study will help your organization understand your Web experience as it compares to others.

In addition to the competitive information, your participation will help ensure that your Web-based customer service experience meets—and exceeds—the needs of your customers. You will also gain valuable information regarding how you can increase the effectiveness of your e-mail and chat communications and Web-based customer service.

Past participants have used the knowledge they gained to:

- ▶ Create effective Web service that met the needs of their customers, yet kept pace with the competition;
- ▶ Improve customer e-communication and loyalty;
- ▶ Make informed decisions regarding strategic direction of e-services;
- ▶ Calculate the estimated revenue impact of their current level of service; and
- ▶ Calculate the revenue opportunity of improvements.

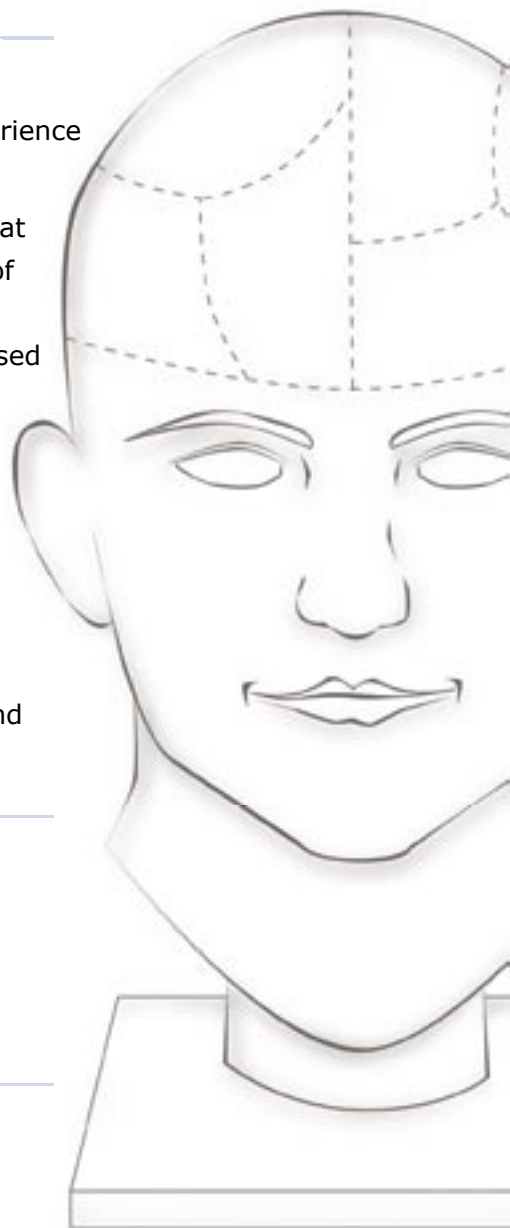
How It Works

TARP uses our proprietary eCare questionnaire enhanced by a set of questions tailored to your organization. This mix allows cross comparisons with other participants and across time as well as provides direct, unique feedback from your customers. The survey is conducted online.

Dates to Remember

Register by May 15, 2007. The study will be conducted in July and August. You will receive the results in September.

To sign up or learn more about eCare, visit TARP's eCare Web site at www.tarp.com/ecare. Contact TARP's eCare team at ecare@tarp.com or call **703-284-9283**.



Cost to Participate

The cost to participate is \$7,500.

Specific deliverables:

- ▶ A customized analysis of your customers' expectations and satisfaction that looks at:
 1. Specific aspects of the e-mail/chat response (e.g., timeliness, clarity, knowledge, etc.);
 2. Specific aspects of the online customer service experience (e.g., ease of finding information, usefulness of self-help tools);
 3. Customer expectations and behavior (aggregated and by key demographics);
 4. The impact of current practices on customer loyalty for certain transactions with comparisons to the benchmark.
- ▶ Benchmarking of your company's performance, including data on the key drivers of satisfaction for your customers and recommendations for establishing customer-focused electronic response service standards.
- ▶ A customized briefing of study results, including an estimate of the revenue that could be lost due to less-than-perfect service.

You will receive your results and the blinded scores of other participants.

"We receive tremendous value from our eCare participation. We look forward to receiving our results so that we can stay on target."

– eCare participant

"We use this information to drive change at our organization. Our participation has an impact on our competitiveness."

– eCare participant

Did you know...

Interest in real-time messaging has seen a steady increase, as has interest in a "call me" option to set up a call with a representative.

What does it mean for organizations?

Because customers are becoming more accustomed to using text chat and having instant access to companies, organizations should be equipped to handle this method of communication and have trained customer service representatives.

The use of the call-me button is a time saver for the customer, putting the burden to connect on the company. Organizations must be prepared to track and act upon these requests.

Overall e-contactor use of broadband connections has increased 7% points in the last year and 17% points in the last two years (56% in 2004, 66% in 2005 and 73% in 2006).

What does this mean for organizations?

More people using the Web for everyday use; the Web is becoming more a part of everyday life and people more dependent on it. Customers have increased expectations for ease of use and comparisons across functions; in fact, customers expect transactions to be easy.

Also, as more people get high-speed Internet download times aren't as crucial anymore so companies can make more elaborate, interactive sites.

Even though many organizations employ self-help tools on their web sites and encourage customers to use self-help and electronic contact methods (i.e., email and text chat), customer preference for telephone contact for complaints, technical support and starting/stopping accounts has increased in the past two years.

What does this mean for organizations?

Customers still rely on the telephone. And in general, expectations for online service are higher than for telephone, resulting in generally lower satisfaction levels for e-mail response than for telephone response. Some companies have increased their customer satisfaction with e-mail response by calling customers who sent an e-mail, especially if it is a more complex issue that could be resolved better over the phone.