

Cherishing the loyalty of the world's largest customer

Siftwork is a professional customer intelligence consultancy delivering high value analyses of the contact and transaction data that clients store in their CRM, ERP and other business systems.

Specialist tools, skills and experience permit us to extract, link and refine apparently dispersed and unrelated data.

For a small investment our clients spot new opportunities, track repeat purchase loyalty, identify waste and raise customer services performance.

We use Crystal Reports and BusinessObjects to expose and exploit hard-to-access data in GoldMine and other business applications, presenting the results and trends in tables, charts, dashboards or scorecards.

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Because our clients have limited budgets we employ HiPriority from Krysalis Ltd to prioritise the projects that deliver the highest value-to-cost ratio.



www.krysalis.co.uk



Our client

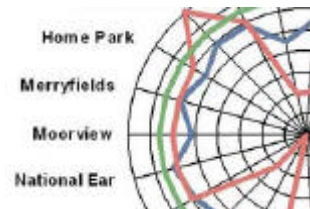
A leader in consumer and technical marketplaces for more than 100 years, our client's healthcare division manufactures and installs high ticket diagnostic systems for health care providers around the globe, of which the NHS is the largest. Increasingly, its healthcare solutions integrate with hospital and departmental information systems and in future will link with patient-based records too. It has built outstanding relationships and dialogues with individual health care professionals, many of whom have contributed their knowledge to the client's evolving product designs and service policies for more than twenty years.

Increased competition and different selection criteria

Without vigilance and flexibility our client could be increasingly threatened by competition and changes in the purchasing environment. It's a highly resourced international organisation, but it faces similarly powerful US-, EU- and Japan-based competitors in the UK. At the same time, the NHS Purchasing and Supply Agency is increasingly composed of business

managers who are neither health care nor scientific specialists. Also, as a result of the National Programme for Information Technology, which is charged with providing each patient with an electronic medical and care record, Local Service Providers could erect data integration hurdles against some manufacturers. Therefore, conserving customer loyalty and using customers as advocates are vital to our client's future success.

For each of our hospital sites we can see the average score for all questions (blue), the score for question 9 (red) and the target score of 2.3 (green). We could also turn this to show all scores for one site.



Measuring, improving and promoting every-day service performance

In 2004 Siftwork was selected to research, analyse and report on how staff at hospitals appreciate the client's installation, training, maintenance, repair and other service activities. We have designed dedicated data collection and analysis methodologies for both quantitative and qualitative responses. As a result, our client can probe and trend customer appreciation, we can reveal exceptions and

we can flag up to the client where there are recurring issues to be resolved. We also deliver the information in a novel presentation format that can be used internally and at meetings with users, other customers and influencers.

Independent, professional, rigorous and diligent

The client needed an independent analytical resource. Siftwork's experience in customer data extraction and refining was a great fit. In addition, we understand enough medical terminology to draw useful client comments. We regularly visit and interview with a wide range of roles in the NHS, from practice nurses to chief executives. We have formal qualifications and experience in computer applications for customer service management and data analysis.

We achieved an overall score of 1.75 this quarter (red) against 1.37 for the year to date (blue) and a target of 2.30 (green). Maximum score is 3.00.

