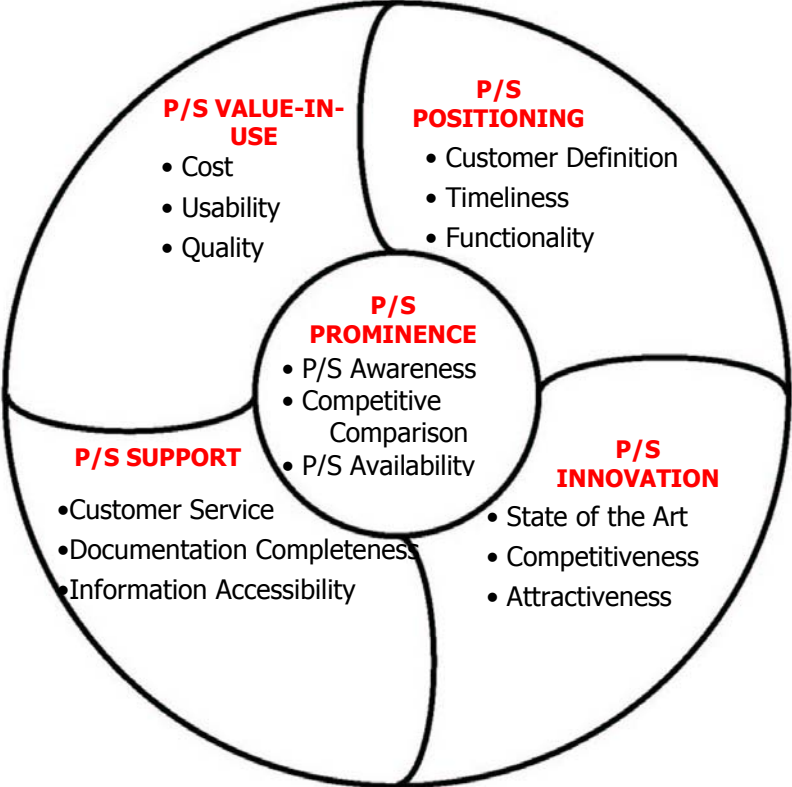


Product/Service Evaluator™

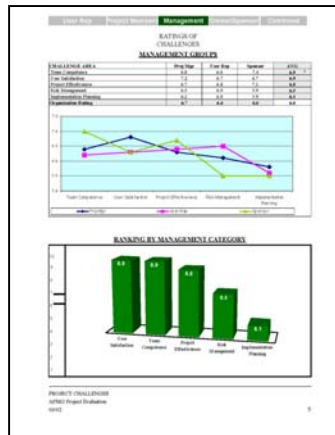
<p>WHAT IS IT?</p>	<p>The Product/Service Evaluator is a cost effective and efficient tool that evaluates how well a product or service meets the needs of customers from a variety of different respondent perspectives (customers, users, marketing, management, sales representatives, etc.). It evaluates quickly and objectively 5 Product/Service Challenges based on 15 Attributes, those direct and indirect attributes that are crucial to the successful introduction and ongoing sale of a product or service.</p>
<p>THE MODEL</p>	 <p>P/S VALUE-IN-USE</p> <ul style="list-style-type: none"> • Cost • Usability • Quality <p>P/S POSITIONING</p> <ul style="list-style-type: none"> • Customer Definition • Timeliness • Functionality <p>P/S SUPPORT</p> <ul style="list-style-type: none"> • Customer Service • Documentation Completeness • Information Accessibility <p>P/S INNOVATION</p> <ul style="list-style-type: none"> • State of the Art • Competitiveness • Attractiveness <p>P/S PROMINENCE</p> <ul style="list-style-type: none"> • P/S Awareness • Competitive Comparison • P/S Availability <p>P/S VALUE-IN-USE (the degree to which the product/service offers excellent value) P/S SUPPORT (the degree to which ancillary attributes support the offering) P/S POSITIONING (the degree to which the targeted customer's needs are met) P/S INNOVATION (the degree to which the product/service is unique) P/S PROMINENCE (the degree to which the product/service has been advertised and promoted)</p>
<p>ADVANTAGES</p>	<ul style="list-style-type: none"> • Identifies product/service inherent and associated strengths and weaknesses and where improvements can be made. • Allows for the product/service to be compared to the competition • Permits management to concentrate on improvements that bring the most value • Enables comparisons among respondent groups and sub groups • Enables management to benchmark common support practices and similar product/service characteristics

CHARACTERISTICS

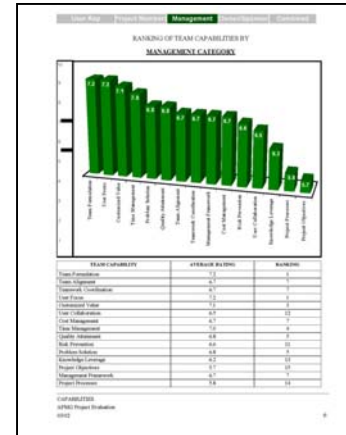
- Questionnaire customized for each organization
- 2 or 4 questions for each Attribute (the respondent rates each question on a scale of 0-10)
- Open-ended questions to meet the needs of each product or service
- Each category of respondents can be subdivided into major groups and subgroups
- Multiple data capture possibilities (via the Internet, paper pencil kits, telephone interviews with confidentiality of respondents assured)
- Report delivered in written and electronic format
- Information is objective and unbiased
- The aggregated perceptions of all respondent categories and their subdivisions can be compared to determine the degree of alignment (customers, users, etc.)

REPORTS

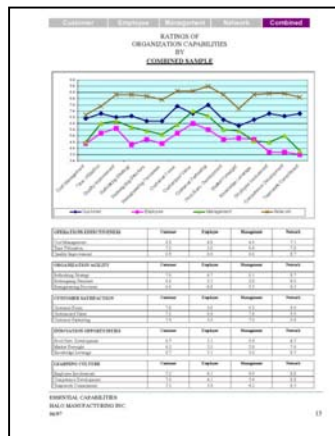
Reports are produced in modular format (Product/Service Challenges, Product/Service Attributes, Product/Service Characteristics, Frequency of Distribution, Customer Response Module, Customer Opinions)



Comparison of category sub groups



Ranking of Attributes Strengths and Weaknesses



Comparison of a Respondent Categories



High and low ranked characteristics