

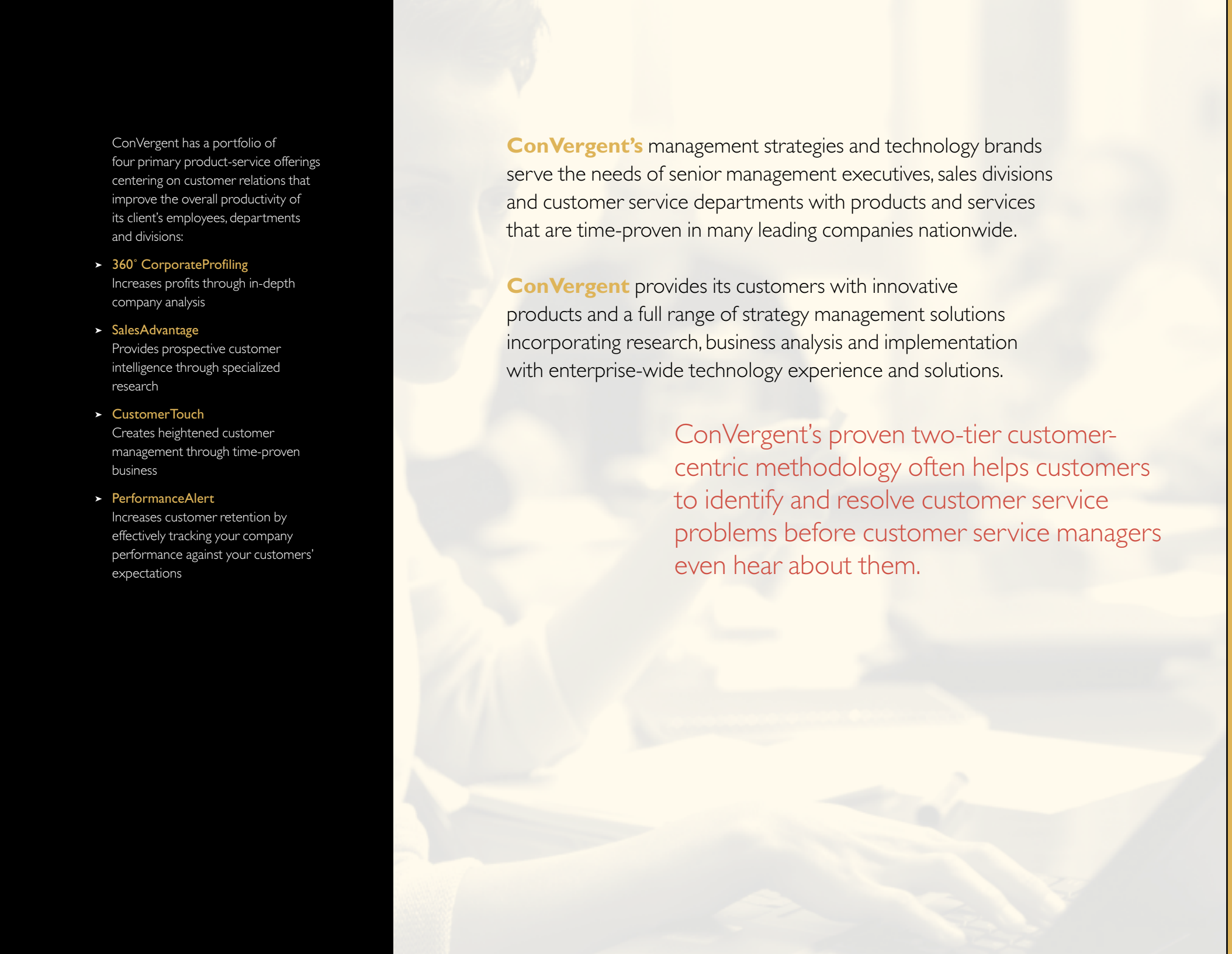


CONVERGENT



ConVergent is a leading, international provider of integrated strategy management tools and technology solutions for business, education and professional companies.

ConVergent



ConVergent has a portfolio of four primary product-service offerings centering on customer relations that improve the overall productivity of its client's employees, departments and divisions:

- ▶ **360° Corporate Profiling**
Increases profits through in-depth company analysis
- ▶ **Sales Advantage**
Provides prospective customer intelligence through specialized research
- ▶ **Customer Touch**
Creates heightened customer management through time-proven business
- ▶ **Performance Alert**
Increases customer retention by effectively tracking your company performance against your customers' expectations

ConVergent's management strategies and technology brands serve the needs of senior management executives, sales divisions and customer service departments with products and services that are time-proven in many leading companies nationwide.

ConVergent provides its customers with innovative products and a full range of strategy management solutions incorporating research, business analysis and implementation with enterprise-wide technology experience and solutions.

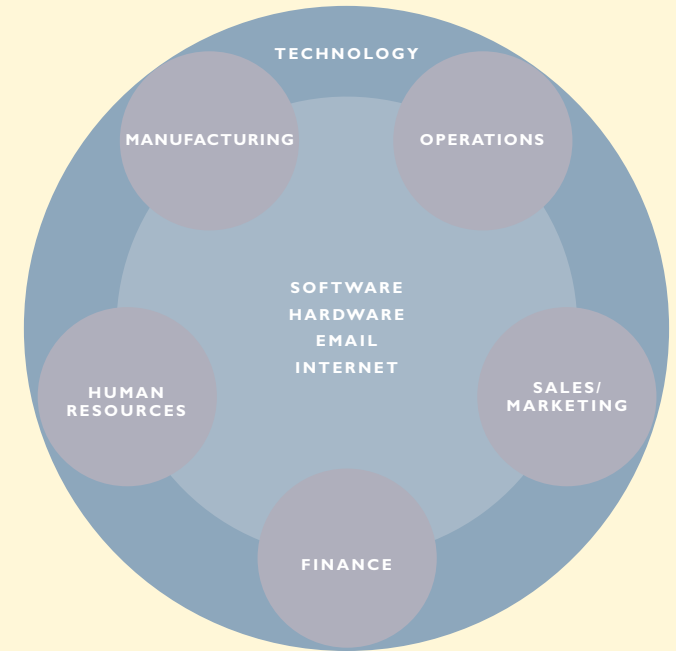
ConVergent's proven two-tier customer-centric methodology often helps customers to identify and resolve customer service problems before customer service managers even hear about them.

TECHNOLOGY IMPACT

Utilizing technology that fits your business strategy

Technology can mean everything from an electric stapler to a robotics-outfitted factory. Sometimes technology is purchased, pursued or implemented because it's new or looks good. Of course it will make things easier, cheaper and more efficient, but just how is another question.

ConVergent's team of technology experts can help you **assess the benefit** of your existing technology infrastructure as well as make recommendations about changes or new additions. We can also help you create custom software solutions designed specifically for your business needs. Whether it's your network of computers, email system or the software that runs your factory, hospital or call center, ConVergent's technology architects can help you get the most out of your technology decisions.



Your company will benefit by:

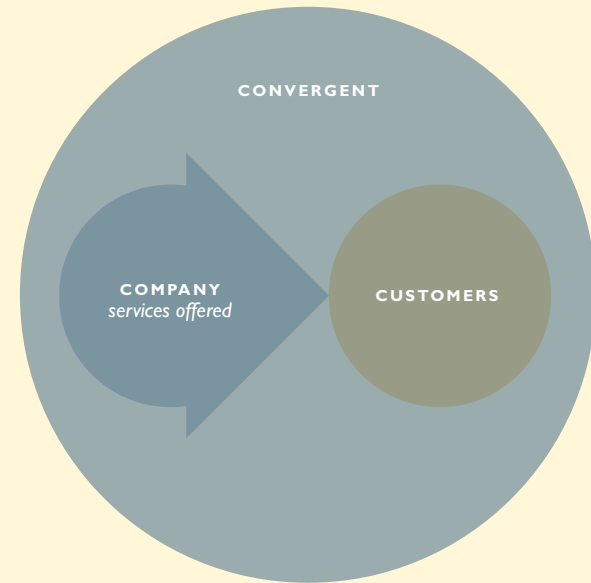
- ▶ Understanding your current technology in a language that you already know
- ▶ Determining if you are utilizing your current technology investment to its fullest
- ▶ Deciding which technology should be used as a competitive advantage
- ▶ Creating a technology plan that helps you support your decision-making process
- ▶ Using technology to understand your customers
- ▶ Basing technology purchases on specific business needs
- ▶ Evaluating risk factors before making technology decisions

Specific technology enhancements can include:

- ▶ Automating manual processes to reduce errors and create employee efficiencies
- ▶ Centralizing data to eliminate the maintenance of redundant information sources
- ▶ Developing process requirements that help more fully realize the power of existing technology investments
- ▶ Using existing technology like email to communicate automatically with employees and customers
- ▶ Giving your customers access to information about the products and services you offer

Technology is pervasive, and as such, cannot be avoided in today's business environment. It touches every facet of business relationships, processes and production. The secret is to maximize your efficiencies with minimal investments and disruptions. To do this a business needs to map technology investments to specific benefits that will be achieved through solving business problems.

What we know, what statistics show, is that the cost of acquiring a new customer is generally five times greater than holding onto the one you already have. Managing that relationship, keeping your customer satisfied, depends on an **unbiased** examination of how your business practices compete with other successful companies. *CustomerTouch* is designed to help you harness customer data and, from it, implement a customer relationship management (CRM) program that works. That results in a distinct competitive advantage and greater profits.



Your company will benefit by:

- Creating the means to increase revenue reduces selling cycle time, reduces the cost of delivered services, increases customer retention rate and focuses on the most profitable customers
- Identifying the challenges facing the organizations' sales, marketing, customer and field service personnel
- Developing a strategic plan for delivering better business results and profits
- Managing the CRM process that assures acceptance by sales, marketing, customer and field service
- Applying the best-of-breed software solution that is free from bias, assures an economical, speedy and scalable solution

The steps to start using CustomerTouch Solutions include interviewing key employees and management within the organization to determine:

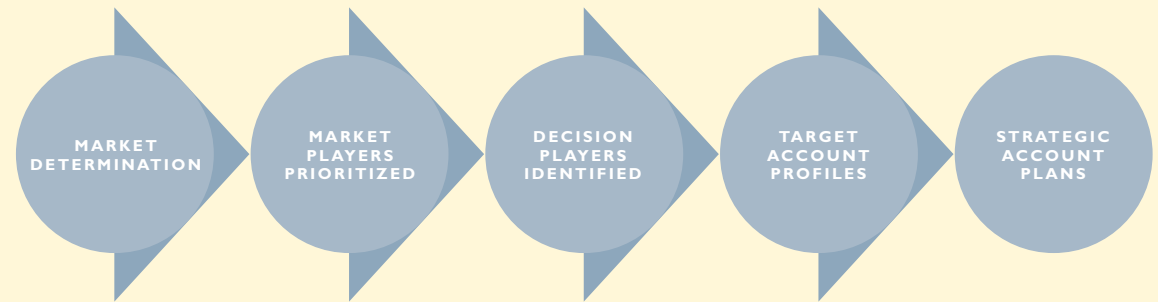
- Management's vision for becoming customer-centric
- Organization's readiness
- Organization's business model review
- Customer care process analysis – information flow
- Proposals for IT architecture
- Return on investment analysis
- Project plan and implementation

Your company's organizational services:

- Sales
- Customer Service
- Accounting
- Reception
- Field Service, Installers
- Management
- Quality Assurance
- Warranty
- Claims

The ConVergent *CustomerTouch Solutions* project plan is clearly defined. Our team provides your company with the tools and support to be successful. ConVergent's customer support team supplies continuous support to your company as it learns how to effectively use these new customer relationship management tools.

The heart of our *SalesAdvantage* system is research. Specialized intelligence gathering that focuses on a **client's key prospects**. Using our trademark profiling process, our analysts work with you to determine your ideal customer profile and upload it into our system. Then they identify how that customer functions and how buying decisions are made. The sales advantage, of course, is to enable you to react quickly in a rapidly changing marketplace.



Your company will benefit from “on-target” sales research:

- ▶ Increasing sales revenue from timely and accurate intelligence gathering
- ▶ Reducing the selling cycle time by reaching the appropriate person quickly
- ▶ A competitive advantage through knowledge of the prospect's decision process
- ▶ Providing the sales team with a common language for strategic account planning
- ▶ Enabling the organization to quickly react to the changing marketplace
- ▶ Providing a measurable road map of action—a strategy map (action plan)

The ConVergent SalesAdvantage System report is custom-fitted and includes prospect information such as:

- ▶ **Company Data**—addresses, phone and fax numbers, website, revenue, number of employees, etc.
- ▶ **Contact Data**—location, phone and fax numbers, title, e-mail address, decision-maker information, discussion dialog, etc.
- ▶ **Assessment Data**—strategic initiatives, purchasing plans, current suppliers, solution processes, decision cycle, etc.

By applying the results of the ConVergent *SalesAdvantage* System, we create a strategy map that details action steps and other marketing intelligence. By implementing this information your sales team can immediately begin to increase their sales effectiveness.