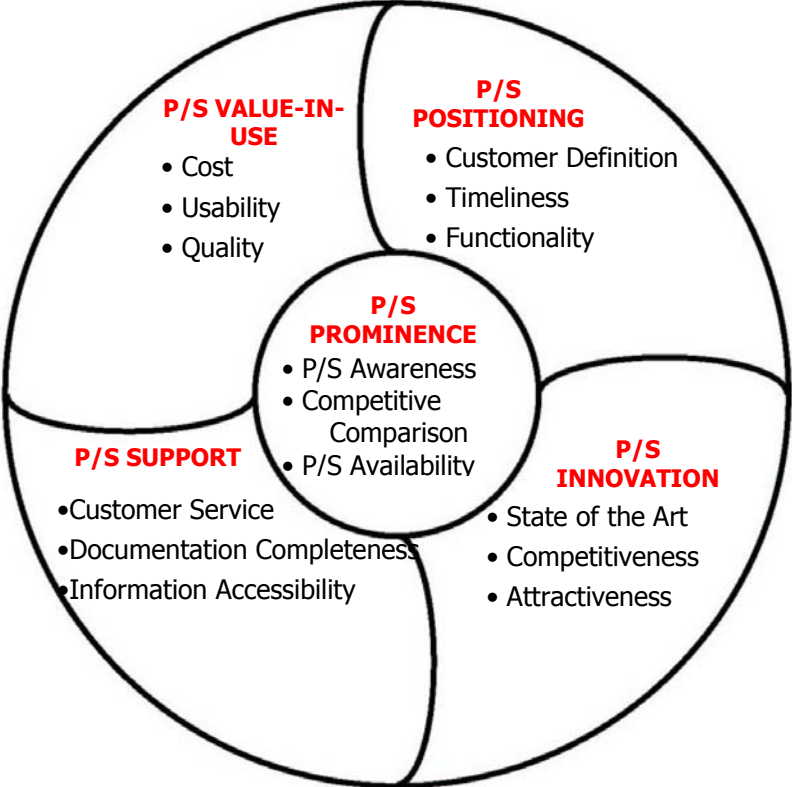


## Product/Service Evaluator™

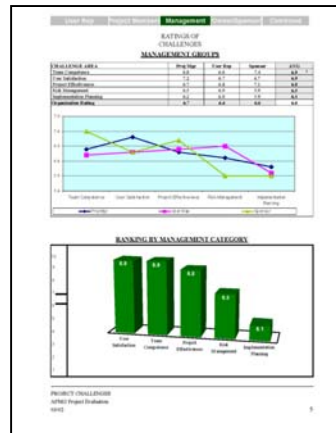
<p><b>WHAT IS IT?</b></p>	<p>The <b>Product/Service Evaluator</b> is a cost effective and efficient tool that evaluates how well a product or service meets the needs of customers from a <b>variety of different respondent perspectives</b> (customers, users, marketing, management, sales representatives,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

## CHARACTERISTICS

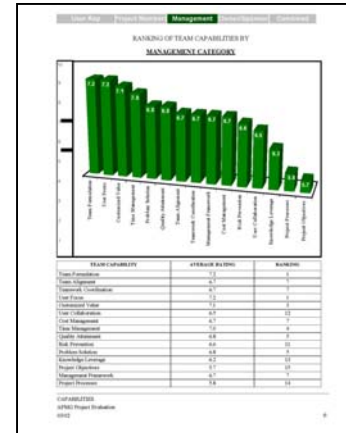
- Questionnaire customized for each organization
- 2 or 4 questions for each Attribute (the respondent rates each question on a scale of 0-10)
- Open-ended questions to meet the needs of each product or service
- Each category of respondents can be subdivided into major groups and subgroups
- Multiple 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