

INTEGRATED EXECUTION TOOLS – KOMSURVEY

KOmSurvey

KO

MOBILE

SURVEY

COST-TO-SERVE OPTIMIZATION

- Activity-Based Cost-To-Serve / In-Field Improvement

CUSTOMER VALUES, SERVICES & TIME SURVEYS

- Customer Services Design / Optimization
- Creates tailored surveys
- Flexible survey design & analysis tool supporting portable devices

WHY IT IS IMPORTANT

CUSTOMER VALUES, SERVICES & TIME SURVEYS

- Every Dealer/Time Studies: New Outlets Prospection
- Customer Value Drivers: Services Design / Optimization

HOW TO APPLY

COST-TO-SERVE OPTIMIZATION

- Activity-Based Cost-To-Serve Reduction
- Sales, Delivery, Merchandising: In-Field Improvement

