

Topic: Providing measurement results to customers

How did you accomplish this topic during your implementation?

We run hundreds of different customer/product views every month for customer engagement. These are a natural by-product of the existing reporting infrastructure.

What resources/tools/vendors were used to accomplish this task?

Proprietary methods via PowerPoint/PDF

Was there any benchmarking activity?

No.

What lead you to use this method?

Industry standard presentation methods.

What worked and what didn't work?

What recommendations do you have for others attempting to use your method?

Spending time designing a system that can scale as your customer/product base grows.

How did you measure the effectiveness of this method?

Positive customer uptake.