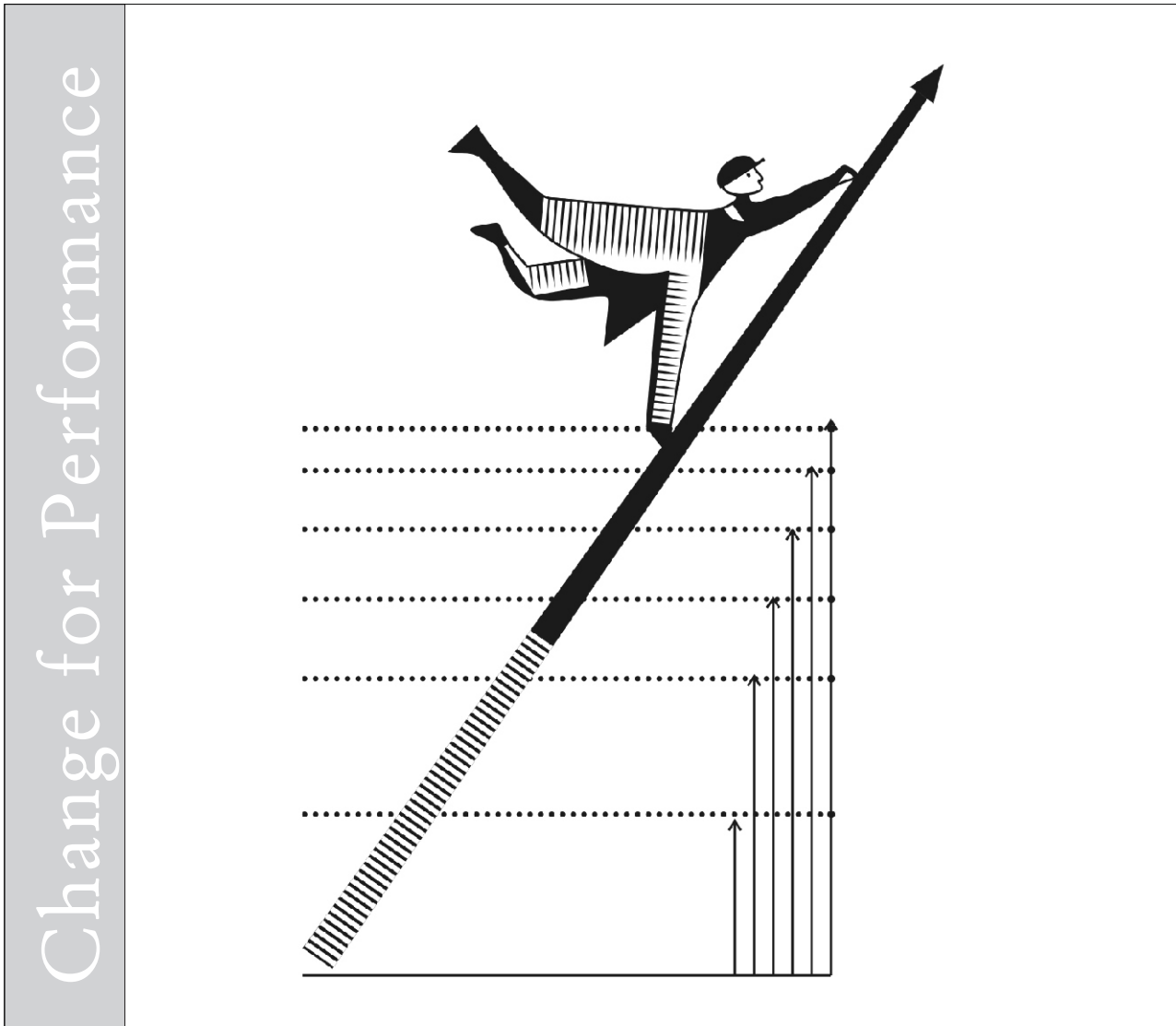


# Customer Loyalty Evaluation™ (CLE)

A patented predictive model which makes customer loyalty measurable and predictable



Successful businesses typically see 80 percent of their business come from 20 percent of their customers. Since the cost to attract new customers is significantly more than to maintain the relationship with existing ones, efforts towards building customer loyalty is integral to your business strategy.

Predicting customer loyalty is challenging due to the large quantity of data that needs to be analyzed and the difficulty in applying the right statistical model. Customer loyalty encompasses not only the product, service, after sales service but also the experience attached with the buying process.

Nihilent's **Customer Loyalty Evaluation™ (CLE)** is a patented predictive model that helps businesses to identify the loyalty drivers and build enduring customer loyalty.

### The aim of CLE is to help your business to:

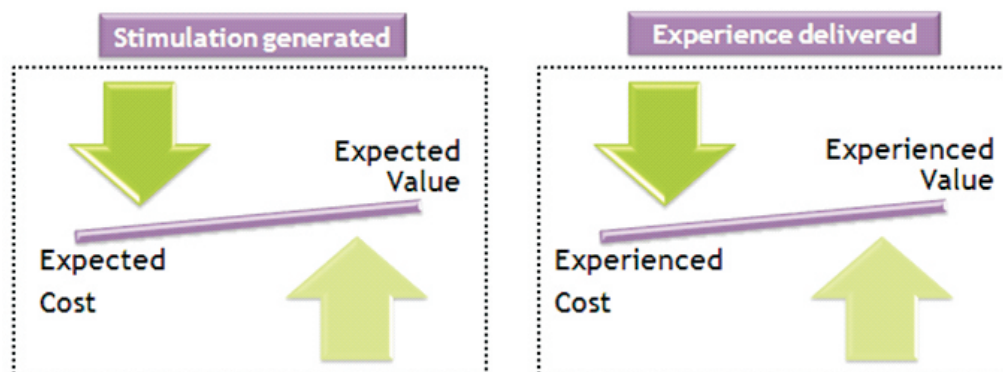
- Estimate the loyalty level of your customers
- Forecast trends and customer preferences
- Track the areas of improvement

In the psychographics of buying and selling, loyalty is a function of the actual experience of the customer against the expectations that have been set by the seller before the acquisition of the product or service. This relative experience of your customer with respect to his or her expectations will determine whether he or she feels disgusted, happy, satisfied, or delighted.

CLE is based on the analysis of the 'experience' of customers in comparison with their 'expectations' for a service. It is a unique model designed and developed to make customer loyalty measurable and predictable. The model comes up with an exclusive Index for loyalty termed "Predictive Loyalty Index" (PLI).

### CLE Model

#### Customer Experience Vs Customer Expectations



The consulting deliverables include –

- Survey objectives and scope
- Survey questionnaire using the patented CLE framework
- Online survey
- Survey analysis (Gap identification, Gap analysis, Root cause analysis)

## CLE Advantage

- Evaluates the value experienced by your customers against their expectations
- Identifies the focus areas to improve customer loyalty
- Suggests the possible reasons of sustainable customer loyalty
- Determines the cost customers are ready to incur for your products and services
- Provides insights about trends and customer preferences
- Facilitates your organization to make the right offers to the right customers at the right time

## 14signals.com



CLE has been incorporated into a web-based tool named "14signals" ([www.14signals.com](http://www.14signals.com)) for Micro, Small & Medium Enterprises (MSMEs). This is an easy to use and cost-effective service to determine customer/employee loyalty and will be collaborated by Nihilent's consulting practice.

## 4 Easy Steps



- 1 Sign Up
- 2 Create Survey
- 3 Get Feedback
- 4 Analyze

*"It costs 5 times more to acquire a new customer than it does to retain a customer"*

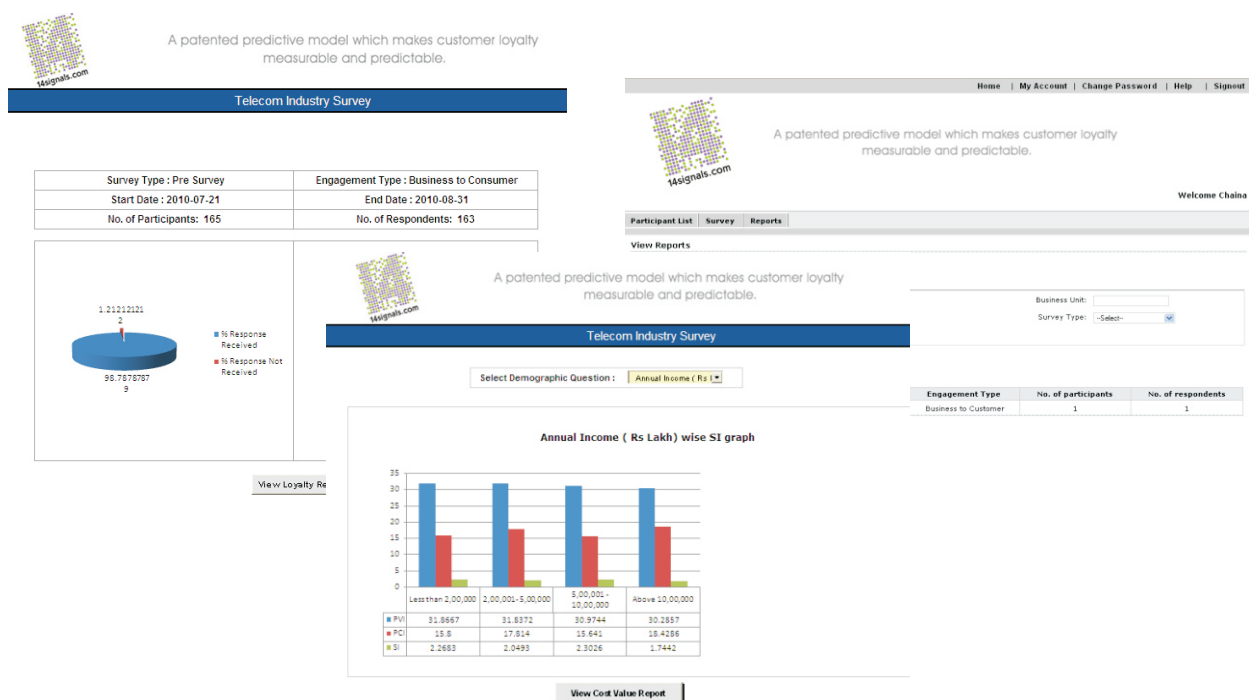
## Product Features

### Survey Creation

- Survey Template library
- Customizable font, sizes, titles, colors
- Customizable email to the survey participants
- Customizable email sender name and email subject
- Customizable notifications to the survey participants
- Customizable demographic questions
- Real-time format and survey previews
- Cookie free survey

### Survey Distribution

- Customizable email to the survey participants
- Real-time survey analysis and monitoring
- Real-time online download of raw data
- Secure Sockets Layers (SSL) 128-bit encryption



## About Nihilent

Nihilent is a global consulting and solutions integration company using a holistic and systems approach to problem solving. Headquartered in Pune, India, Nihilent has extensive experience in international consulting, IT outsourcing and IT services. Nihilent's operations span North America, Europe, Africa, Middle East and Asia. Nihilent's mission Change for Performance encapsulates our commitment to make change happen systemically in terms of people, process, technology and knowledge for achieving sustained performance for our clients.

## Contact Us

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