



AVAYA GLOBALCONNECT CUSTOMER RESPONSIVENESS AWARDS, 2010 COMPANY SURVEY QUESTIONNAIRE

(To be answered by the CEO/Head of Marketing, Sales or Customer Service)

GUIDELINES FOR COMPLETING THE SURVEY QUESTIONNAIRE

- The goal of this survey is to study practices in Customer Responsiveness and how Customer Responsiveness helps in sustaining a competitive advantage.
- This questionnaire is designed to obtain a better understanding of factors that impact the organizational Customer Responsiveness capability. It is divided into the following sections:
 - Evaluation of the organization across the following parameters of Customer Responsiveness:
 - ▶ Responsiveness
 - ▶ Intelligence generation
 - ▶ Intelligence dissemination
 - ▶ Customer education
 - ▶ Top management emphasis
 - ▶ Innovation
 - ▶ Learning
 - ▶ Technology enabling customer responsiveness
 - Overall assessment of the organization's Customer Responsiveness across various measures of Customer Responsiveness.
- Please answer all questions.
- Please note that your responses to the questions in this survey are confidential and will be aggregated along with other respondents for the purpose of study. Your candid responses are highly appreciated.
- All rules and regulations for participation in the Awards are at www.avayaglobalconnect.com/awards. If you have any questions about the survey, please contact crawards@avayaglobalconnect.com.

AWARDS
FOR CUSTOMER
RESPONSIVENESS

Thank you.

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Quality In Everything We Do

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Vertical Definition - Industry Verticals are defined as follows

B2B Verticals

- Manufacturing - Manufacturers of textile, chemical, plastic, metal or other products
- IT (Hardware & Software)
 - IT - Hardware Manufacturers of IT hardware products in India. Does not include pure importers, dealers and AMC companies.
 - IT - Software Organizations involved in the development, implementation or review of software solutions in India.
- BPO/KPO/LPO - ITES/BPO/KPO/LPO Companies providing voice and data solutions to customers.

B2C Verticals

- Telecom - Telecom Landline, WLL and cellular operators operating in India.
- Banking & Financial Services - Banking Organizations operating as retail and wholesale banks, excluding stand-alone NBFCs (i.e., NBFCs not affiliated to banks), forex traders, credit card companies and debt and securities traders.
- Insurance - Insurance Organizations providing life and/or general insurance.
- Travel & Tourism - Travel & Tourism pertain to sea cruise companies, outstation railway services, outstation bus services and airlines excluding cargo operations, hotels and hospitality.
- Hotels - Hotels & Hospitality Hotel chains with at least two properties in India having a 5-star rating or above. Does not include restaurant chains, home delivery services, spas, wellness and healthcare organizations.
- Healthcare & Pharma - Healthcare & Pharma Organizations operating as hospitals, nursing homes, diagnostic laboratories, pharmacies gymnasium, spa centres, fitness clubs and medical device manufacturers.
- Consumer durables, FMCG & Retail companies -
 - FMCG Manufacturers of consumer goods which get replaced within a year. This would include toiletries, soaps, cosmetics, dental hygiene products, shaving products, detergents etc. as well as other on-durables such as glassware, bulbs, batteries, paper products, plastic goods etc.
 - Consumer Durables Manufacturers of all consumer durables sold in India, except as covered in the IT hardware category.

Basis the above mentioned Vertical definitions, please tick the vertical you would like to participate in.

Manufacturing	
IT (Hardware & Software)	
BPO/KPO/LPO	
Telecom	
Banking & Financial Services	
Insurance	
Travel & Tourism	
Hotels	
Healthcare & Pharma	
Consumer durables, FMCG & Retail companies	

CUSTOMER RESPONSIVENESS QUESTIONNAIRE

The following statements describe Customer Responsiveness characteristics of business organizations. Please read them carefully and assess your organization/business unit, based on these statements. State how strongly you agree or disagree with these statements using the scale provided.

1. RESPONSIVENESS

1 Strongly Disagree	2 Disagree	3 Somewhat Agree	4 Agree	5 Strongly Agree
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01	Our strategy for competitive advantage is based on our understanding of customers' needs.	
02	We measure customer satisfaction systematically and frequently.	
03	We are more focused on our customer than our competitors.	
04	In this business unit, everybody believes that this business exists primarily to serve customers.	
05	It takes us forever to decide how to respond to our competitor's price changes.	
06	Our business plans are driven more by technological advances than by market research.	
07	If a major competitor were to launch an intensive campaign targeted at our customers, we would implement a response immediately.	
08	Customer complaints fall on deaf ears in this business unit.	
09	When we find out that customers are unhappy with the quality of our service, we take corrective action immediately.	
10	When we find that customers would like us to modify a product or service, the departments involved make concerted efforts to do so.	
11	We help our customers anticipate developments in their markets.	
12	We continuously try to discover additional needs of our customers, of which they are unaware.	
13	We incorporate solutions to unarticulated customer needs in our new products and services.	
14	We brainstorm on how customers use our products and services.	
15	For one reason or another, our company tends to ignore changes in our customers' product and service needs.	
17	We periodically review our product/service development efforts to ensure that they are focused on both future and current customer wants.	
18	We search for opportunities in areas where customers have a difficult time expressing their needs.	
19	We work closely with lead users, who try to recognize customer needs, months or even years before the majority of the market may recognize them.	
20	We extrapolate key trends to gain insight into what users in a current market will need in the future.	

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2. INTELLIGENCE GENERATION

1 Strongly Disagree	2 Disagree	3 Somewhat Agree	4 Agree	5 Strongly Agree
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01	In our business unit, we meet with customers at least once a year to find out what products or services they will need in the future.	
02	Individuals from our manufacturing/R&D departments interact directly with customers to learn how to serve them better.	
03	In our business unit, we do a lot of in-house market research.	
04	We are slow to detect changes in our customers' product preferences.	
05	We conduct end-user surveys at least once a year to assess the quality of our products and services.	
06	Information is captured in a manner that it can be disseminated and referred to, as required.	

3. INTELLIGENCE DISSEMINATION

1 Strongly Disagree	2 Disagree	3 Somewhat Agree	4 Agree	5 Strongly Agree
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01	A lot of informal "hall talk" in this business unit concerns our competitors' tactics or strategies.	
02	We have interdepartmental meetings at least once a quarter to discuss market trends and developments.	
03	Marketing personnel in our business unit spend time discussing customers' future needs with other functional departments.	
04	Our business unit periodically circulates documents (e.g., reports, newsletters) that provide information on our customers.	

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4. CUSTOMER EDUCATION

1 Strongly Disagree	2 Disagree	3 Somewhat Agree	4 Agree	5 Strongly Agree
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01	Our company provides extensive training to customers to derive maximum value out of our products and services.	
02	Our company provides extensive and clear instructions to customers to realize the full potential of the product.	
03	Technical details about the product and technology are explained by our R&D people directly to customers.	
04	Demonstration of our products is our frequent way of convincing our customers.	

5. TOP MANAGEMENT EMPHASIS

1 Strongly Disagree	2 Disagree	3 Somewhat Agree	4 Agree	5 Strongly Agree
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01	Top management reinforces to employees that the survival of this business unit depends on its adapting to the customer requirements.	
02	Top management keeps telling people here, that they must gear up now to meet customer's future demands.	
03	According to our top management, serving customers is the most important thing our business unit does.	
04	Our primary goal as a company is to meet and exceed customer expectations	

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5. TOP MANAGEMENT EMPHASIS

1 Strongly Disagree	2 Disagree	3 Somewhat Agree	4 Agree	5 Strongly Agree
---------------------------	---------------	------------------------	------------	------------------------

01	Top management reinforces to employees that the survival of this business unit depends on its adapting to the customer requirements.	
02	Top management keeps telling people here, that they must gear up now to meet customer’s future demands.	
03	According to our top management, serving customers is the most important thing our business unit does.	
04	Our primary goal as a company is to meet and exceed customer expectations	

6. INNOVATION

1 Strongly Disagree	2 Disagree	3 Somewhat Agree	4 Agree	5 Strongly Agree
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01	Technical innovations based on research results are readily accepted.	
02	Management actively seeks innovative ideas.	
03	Innovations are readily accepted in program/project management.	
04	People are penalized for new ideas that don’t work.	
05	Innovation in the organization is perceived as too risky and is resisted.	
06	The focus of innovation is on manufacturing processes and cutting costs.	
07	We innovate even at the risk of making our own products obsolete	

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7. LEARNING

1 Strongly Disagree	2 Disagree	3 Somewhat Agree	4 Agree	5 Strongly Agree
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01	Managers basically agree that our organization's ability to learn new knowledge and/or skills is the key to our competitive advantage.	
02	The basic values of this organization include learning as the key to improvement.	
03	We believe that employee learning is an investment, not an expense.	
04	Learning here is seen as a key commodity necessary to guarantee organizational survival.	

8. TECHNOLOGY ENABLING CUSTOMER RESPONSIVENESS

1 Strongly Disagree	2 Disagree	3 Somewhat Agree	4 Agree	5 Strongly Agree
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01	We have an established contact centre to receive complaints/suggestions from consumers/vendors/suppliers..	
02	There is minimal communication between manufacturing, marketing and sales departments concerning market developments	
03	All organizational branches are connected through voice, video and data to the corporate office.	
04	We provide multi-channel (e.g. web site, call center) communication to take complete care of requirements of the customers.	
05	We offer multiple technology enabled touch points to the customers to communicate their feedback, complaints and grievances	
06	We monitor turn around time taken by us to respond to customer complaints and grievances	
07	We have reduced our operating expenses by effectively using technological support	
08	We monitor market developments on a real time basis using technology supported solutions	

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OVERALL PERFORMANCE IN CUSTOMER RESPONSIVENESS

Please evaluate the performance of your business over the past year relative to your major competitor, using the following scale.

1 Much worse than the competitor	2 Not as good as the main competitor	3 Comparable with the main competitor	4 Better than the main competitor	5 Much better than the competitor
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01	Customer satisfaction.	
02	Delivering value to your customers.	
03	Delivering what the customers want.	
04	Retaining valued customers.	
05	Increasing sales to existing customers.	
06	Acquiring new customers.	
07	Market share growth relative to competitors.	
08	Growth in sales revenue.	
09	Business unit profitability.	
10	Return on investment (ROI).	
11	Return on sales (ROS).	

CUSTOMER NAMES

Post completion of this questionnaire, please mail across the below specified list of customer names with their contact details.

B2C, please provide a list of 50 consumers of your products/services.

B2B service providers are required to provide 20 customer names.

The database needs to be mailed across to vinod.yadav.consultant@nielsen.com

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COMPANY BACKGROUND INFORMATION

Below are a few background questions to help us analyze the data. Please remember that we will aggregate your responses along with other respondents as a group for analysis.

<p>1. What is the total number of employees at all the branches of your company? (Please (√) one box)</p> <p>Less than 500 <input type="checkbox"/></p> <p>At least 500 but less than 1,000 <input type="checkbox"/></p> <p>At least 1,000 but less than 2,500 <input type="checkbox"/></p> <p>At least 2,500 but less than 5,000 <input type="checkbox"/></p> <p>At least 5,000 but less than 10,000 <input type="checkbox"/></p> <p>At least 10,000 but less than 25,000 <input type="checkbox"/></p> <p>More than 25,000 <input type="checkbox"/></p> <p>2. What are the sales of your business unit for FY 2007-2008? (Please (√) one box)</p> <p>Less than INR 100 crore <input type="checkbox"/></p> <p>Between INR 101-250 crore <input type="checkbox"/></p> <p>Between INR 251-500 crore <input type="checkbox"/></p> <p>Between INR 501-1000 crore <input type="checkbox"/></p> <p>Over INR 1000 crore <input type="checkbox"/></p>	<p>3. How long have you been with your current organization? _____ years</p> <p>4. How long have you been in the industry? _____ years</p> <p>5. Which of the following best describes your position?</p> <p>Senior Management <input type="checkbox"/></p> <p>Middle Management <input type="checkbox"/></p> <p>Junior Management <input type="checkbox"/></p> <p>Consultant <input type="checkbox"/></p> <p>6. What is your organization's current profitability status?</p> <p>Not profitable <input type="checkbox"/></p> <p>Breaking even <input type="checkbox"/></p> <p>Profitable <input type="checkbox"/></p>
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Name: _____

Title: _____

Name of the organization: _____

Type of organization: _____

- | | |
|--|---|
| <input type="checkbox"/> Private Company | <input type="checkbox"/> Public Company |
| <input type="checkbox"/> Government | <input type="checkbox"/> Partnership |
| <input type="checkbox"/> HUF | <input type="checkbox"/> Other (please specify) _____ |

Address:

City, State & Pincode: _____

Phone (office): _____ Cellular (optional): _____

Fax: _____ E-mail: _____

Signature of the respondent

This is a reference copy.

To participate in the Avaya GlobalConnect Customer Responsivenss Awards 2010, log on to www.avayaglobalconnect.com/awards