

e-Relationship Quotient (eRQ™)

A quantitative benchmarking tool based on more than 150 metrics that measure the relationship-building capabilities of an e-Business

Marketing Analytics	Loyalty and Incentives	Content and Commerce	Customer Relationship
<i>Collecting & Analyzing Customer Data</i>	<i>Customer Retention & Loyalty</i>	<i>Content, User Experience & Transaction</i>	<i>Customer Care & Communications</i>
<ul style="list-style-type: none"> • Cookies • Survey Instruments • Personalization Tools • Demographic, Attitudinal, and Behavioral Questions 	<ul style="list-style-type: none"> • Collaborative Rewards • Value-Added Information • Content Customization • Special Incentives 	<ul style="list-style-type: none"> • Search Capability • Privacy Policies/Endorsements • Transaction and Navigation Functionality • Security Protections 	<ul style="list-style-type: none"> • Multi-Channel Support • Dynamic FAQ/ Intelligent Agent • 24X7 Contact Center • Account Self-Service

Results are displayed to identify strengths, weaknesses, opportunities and threats to an e-Business

