

WALKER Program Design

- ✓ A final questionnaire tailored to your business needs that can be executed using the Qualtrics platform
- ✓ Internal and external communications ready for distribution
- ✓ Criteria to trigger immediate follow-up and a plan to execute
- ✓ Governance assistance/ participation to ensure buy-in, support and action throughout the process
- ✓ Best practice recommendations for dashboards and results dissemination

Typical Investment: \$30,000-50,000*

*Price assumes Walker paper (add 25% mark-up if on Qualtrics paper)

Closed-Loop Design (if considered in early stage)

2. Which? Design alerts based on rules that can be designed to align with follow-up goals or a combination across these. Capacity planning and time allocation is a key consideration depending on how many resources will be dedicated.

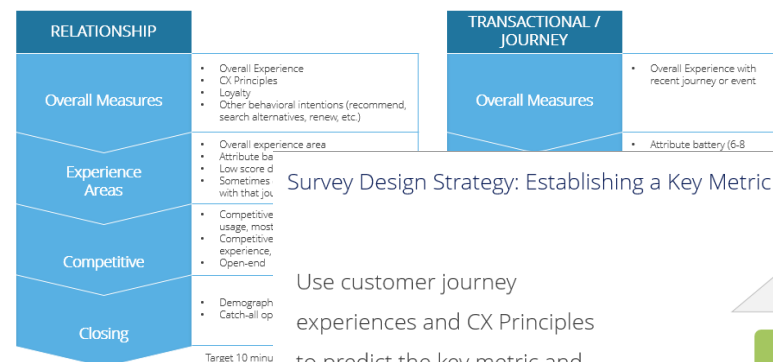
- Recovery: Extreme
- Root cause: Certain
- Experience Optimal
- KPI Led: FCR or OI

3. Who? Engage first line processes. Not every a Manager with escalation
- Alert goes to the C (In Progress).
- Within 48 hours, co etc. and closes the

Recommended Sample Fields

SEGMENTATION		CUSTOMER INFORMATION	
By Country		Customer Company Name	
By Sales Region		Parent Company Name	
By Main Plant		Customer Country	
By Sales		Customer Region	
By Revenue		Customer Province	
By Business Line	By Customer Type	Customer Name	
Aggregates	Customer	Customer Email	
Cement	Distributor	Customer Telephone	
Ready-Mix	Internal	Customer Account ID	
Multiple	Competitor	Customer Start Date	
By Influence Level	By Market Segment	Customer Language	
Executive	Ready Mix	Customer Job Title	
Decision Maker	Precast		
Operational Contact	Wholesalers and DIY		
Procurement Contact	Contractors		
Technical Contact	Mortar and Building Chemicals		
	Special Foundations		
	Asphalt Plants		
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Survey Flow – Common Survey Structures



Survey Design Strategy: Establishing a Key Metric

Use customer journey experiences and CX Principles to predict the key metric and ultimately the desired customer behavior

