

TRACTION™

Turning Results Into Action

ACT

TRACTION™

To achieve a reasonable ROI from any customer engagement program, it is not enough just to listen to customers and analyze the data. It is equally important to define action paths and implement change as well. Our clients have consistently mentioned these steps as the most challenging. Clearly, measuring customer satisfaction and engagement is significantly easier than managing it.

In response to this need, Burke has developed TRACTION™ as part of our follow up approach to customer measurement and management. This service allows our clients to make clear progress toward focusing on the customer, and ensures that action is taken to raise loyalty and engagement, and consequently, profitability.

The TRACTION™ protocol successfully joins two core competencies:

Knowledge of the Business

Employees at many levels will play key roles in uncovering problems and developing solutions.

Expertise in Customer-Focused Change

Burke brings decades of experience in helping some of the top companies in the world take action on the basis of customer, employee and market data. This collaborative approach ensures buy-in throughout the organization and establishes a structure around which customer focus can become a stronger part of the organizational culture.

The TRACTION™ process usually takes four to six weeks and includes:

Assessing Readiness

Burke conducts interviews with employees to identify obstacles to “change,” develop additional context around critical customer issues, and capture first-pass improvement recommendations.

Creating Focus

Burke takes steps to ensure acceptance and understanding of the research process and initial results. All materials are packaged and presented in a manner that appeals to senior managers and that non researchers can easily interpret and use.

Planning for Action

Burke works closely with a cross-functional steering committee to link critical customer issues back to specific processes and activities. We help you create internal Action Teams who map processes, identify root causes of problems, and develop recommendations. Burke facilitates each step of the action planning phase with a variety of tools that have a proven track record of success with other clients. This enables managers to develop specific, tactical improvement plans to address the issues that are most critical to your customers and your employees.

What Are the Key Deliverables of the TRACTION™ Process?

A strategic improvement plan and process for each improvement recommendation which could include:

- Prioritization of improvement opportunities
- Assessment of obstacles and challenges
- Action plan for implementing improvements
- Communications plan for improvement initiatives



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