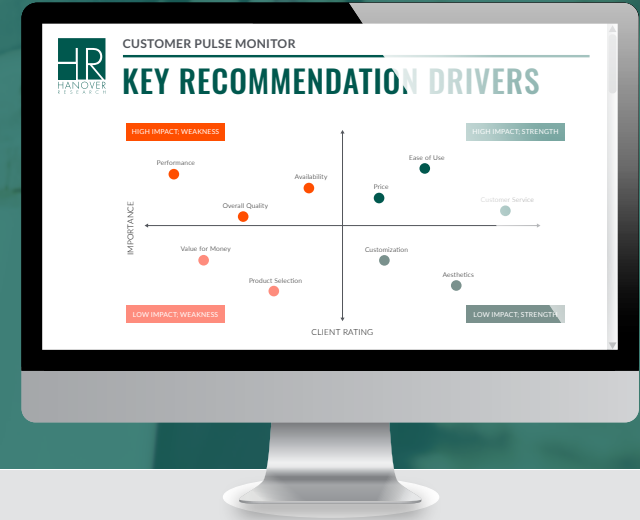




CUSTOMER PULSE MONITOR

Turn customers into promoters with best-in-class customer survey insights



Hanover's **Customer Pulse Monitor** provides an unbiased, up-to-date view of the factors driving customer satisfaction and likelihood to recommend your organization. Hanover's Customer Pulse Monitor is:

PROVEN

Based on 15 years of experience and grounded in best practices

FAST

High quality analysis turned around in about 2 weeks

CUSTOMIZABLE

You choose satisfaction drivers/purchase reasons to evaluate

The Path to Customer Loyalty:



Share Customer List



Select Key Attributes and Satisfaction Areas



Hanover Deploys Best-in-Class Customer Survey



Receive Customer Analysis of Customer Satisfaction

IMPROVE CUSTOMER ADVOCACY

Customer Pulse Monitor tracks changes in customer satisfaction and customer perception of your organization.

- ▶ Tracks critical customer satisfaction components (bi-annually/annually) including:
 - Overall Customer Satisfaction
 - Product / Service Satisfaction
 - Net Promoter Score®
 - Future Purchase Likelihood
- ▶ Learn what drives NPS in your product category
- ▶ Identify your brand's strengths and weaknesses
- ▶ Identify and learn about your supporters and detractors