



CGC INTRODUCES ITS CUSTOMER RETENTION PROGRAM FOR MAGAZINES

The evolution of product or service satisfaction measurement research has focused on the “customer” as the key to evaluating brand commitment. However, different customers have different propensities to change behavior.

For many products and services customers, *the points of brand contact* are at the core of maintaining and strengthening brand equity. It is at these points that customers usually re-evaluate brand performance, either consciously or unconsciously. By monitoring these two relatively small customer segments it is possible to develop an effective program for significantly reducing potential customer attrition levels before loss actually occurs.

In many cases, just the dialogue that the customer retention program establishes between you and your recent service and purchase (subscriber) customers offers an opportunity for increasing customer satisfaction levels. The CGC Customer Retention Program helps minimize loss potential and tracks the impact of your reader’s “contact” events.

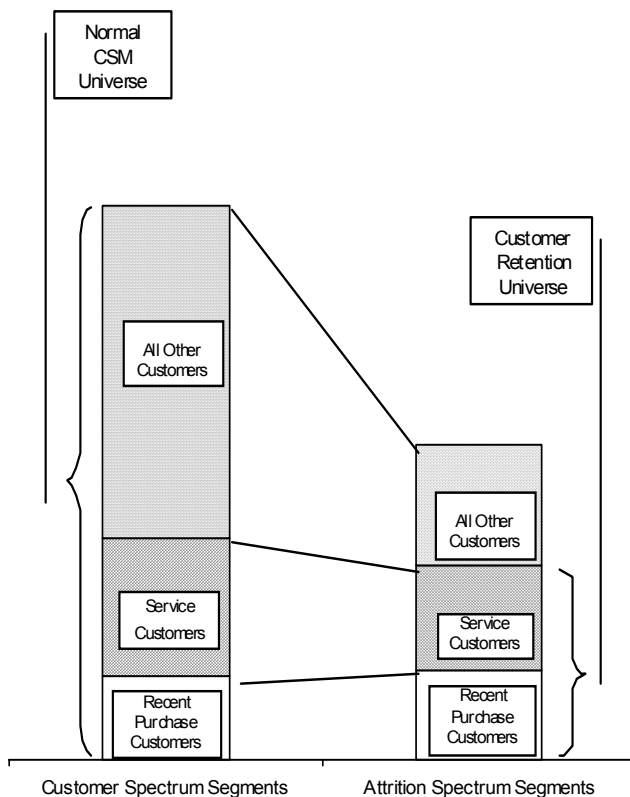
It is a highly effective and cost efficient system for monitoring factors that may be catalysts for change in reader commitment.

Within the recent subscriber segment, levels of “delivery” Vs. “Expectation” on specific attributes, and the publication overall, is measured. Within the recent service segment “service experience” attributes are rated.

To allow you to evaluate your subscribers more precisely, demographic and socio-economic characteristics are also analyzed.

To establish benchmarks for comparison, rating norms are provided with each report. Monthly tracking study attribute norms are based on a “last-three-month” moving average, and quarterly summary reports generate a “year-to-date” rating norm average.

TYPICAL CUSTOMER-ATTRITION RELATIONSHIPS



ON-LINE READER PANEL RESEARCH AT CGC -- FAST, EFFICIENT, ACCURATE

We've added a new cyber dimension to our traditional panel recruitment techniques developed by CGC in the mid-1980's. With Internet usage and e-mail correspondence at record high levels we now include both personal and business e-mail address information on our reader panel recruitment applications. Over 50% of an average consumer magazine panel is reachable over the Internet, via e-mail, and incidence levels are significantly higher for trade publications.

Panel study notifications and an attached panel study questionnaire are e-mailed to panel members. Questionnaires are completed on-line, and tabulated on a real-time basis. The study is completed in under 2 weeks and response rates are over 50%. There is no postage, printing or survey material handling so costs are significantly lower than with a mail panel survey.

Our clients can access on-line panel response data via the Internet at any point during the survey.

A price guide for on-line panel studies:

Maximum # Of <u>Pages</u>	Maximum # Of <u>Questions*</u>	<u>Per Study Price</u>
2	12	\$3,100
4	25	\$4,900
6	37	\$6,400
8	50	\$8,300

* Closed-end questions

CGC -- A FULL SERVICE RESEARCH FIRM

CGC is a full service research organization that prides itself on offering a wide range of marketing and media research capabilities at a reasonable cost:

- Research design
- Questionnaire development
- Data collection & processing
- A 200 station telephone center
- High speed data imaging
- Personal & mail interviewing
- Data interpretation & analysis

Whether you are interested in retaining your market lead, increasing your market position, or eyeing a new opportunity, we look forward to discussing your goals and needs. The Cyber Group can help you to generate special insights to help improve your marketing decisions.