



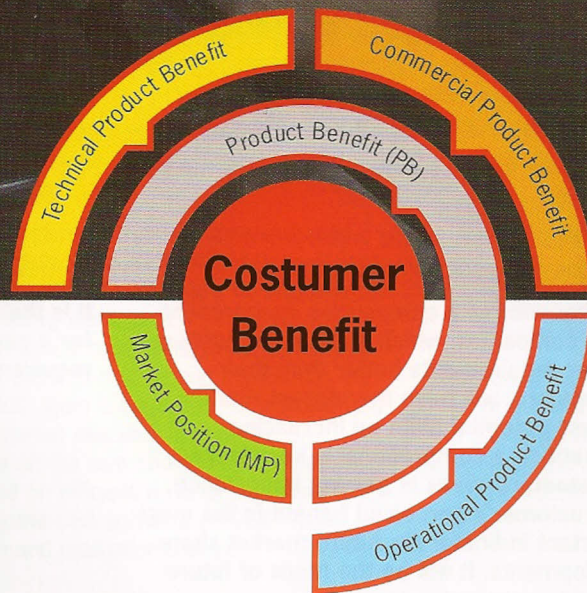
SCHAUBURG
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Customer Benefit Analysis (CBA)[®]



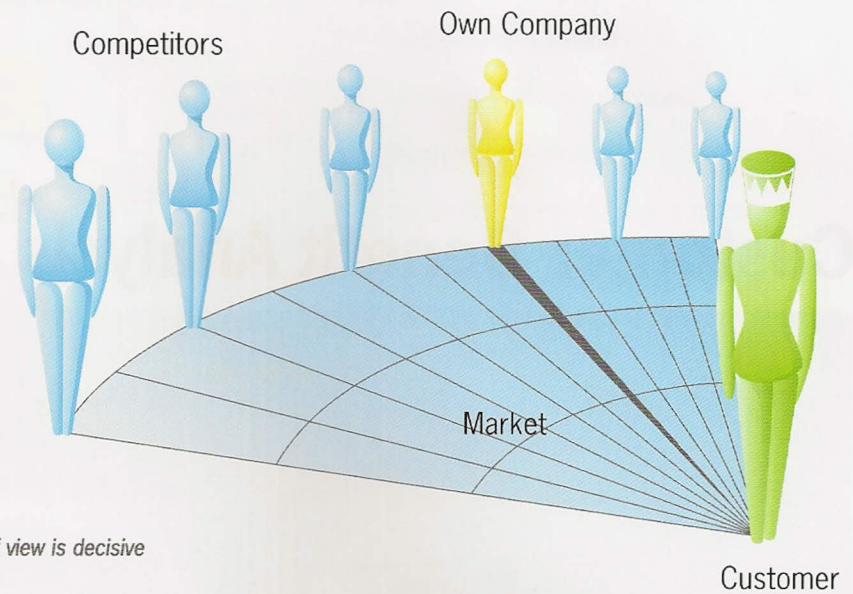
The Software* for
competitiveness
finetuning

To find out
what your customer
really wants.



Competition is the Drive for High Performance Markets

As customers we all benefit from this perception. Permanent performance challenges generate high quality standards and reasonable prices. It is a fact: The stronger the competition, the better the market performance.



The Customer's point of view is decisive

The Problem

The Objective

See your company from a customer's point of view

As managers and entrepreneurs we also experience the other side of the coin:

- Prices are falling. Your own company permanently seems to be too expensive.
- The effort required to make a sale is steadily increasing.
- Quotation success rates slow down.
- Individual customer requirements are increasing. Without fulfilling them it is almost impossible to gain orders.
- Purchasing processes are getting longer and sometimes hardly understandable. It is almost impossible to fulfill the whole range of customer requirements.
- Cheaper foreign competition is gaining market shares.
- Sometimes it is almost impossible to understand some competitors' performances.

Consequently in a competitive environment those companies, which succeed in fulfilling market requirements better than their competitors, will have the highest market success potential. With an increasing competition a comprehensive knowledge of customers' views is gaining importance. The customer's perceived benefit is the most important indicator for future market share developments. It will be the focus of future strategic corporate planning.

Customer requirements are mirrored in purchasing decisions.

For their full understanding it is necessary to look at one's own company and at all competitors strictly from a customer's point of view. **Subjective customer opinions are realities, too!**

Whereas countless market studies, customer satisfaction investigations, etc. are available, a suitable instrument for a pinpoint analysis of these data is missing. This applies especially to the investment market.

It is the objective to get a clear view of

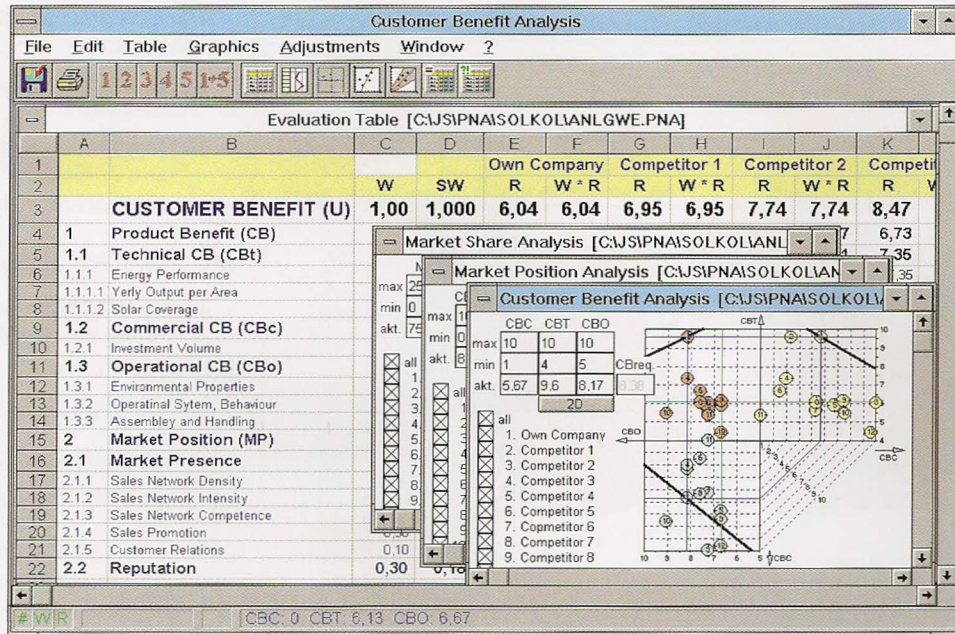
- the full complexity of purchasing decision processes,
- preferences of customer requirements,
- competitor positions and
- all possibilities to develop strong market positions with reasonable effort.

It is the objective to provide an instrument for a pinpoint synchronization of market requirements and a company's performance.

Market requirements and a company's performance have to be synchronized

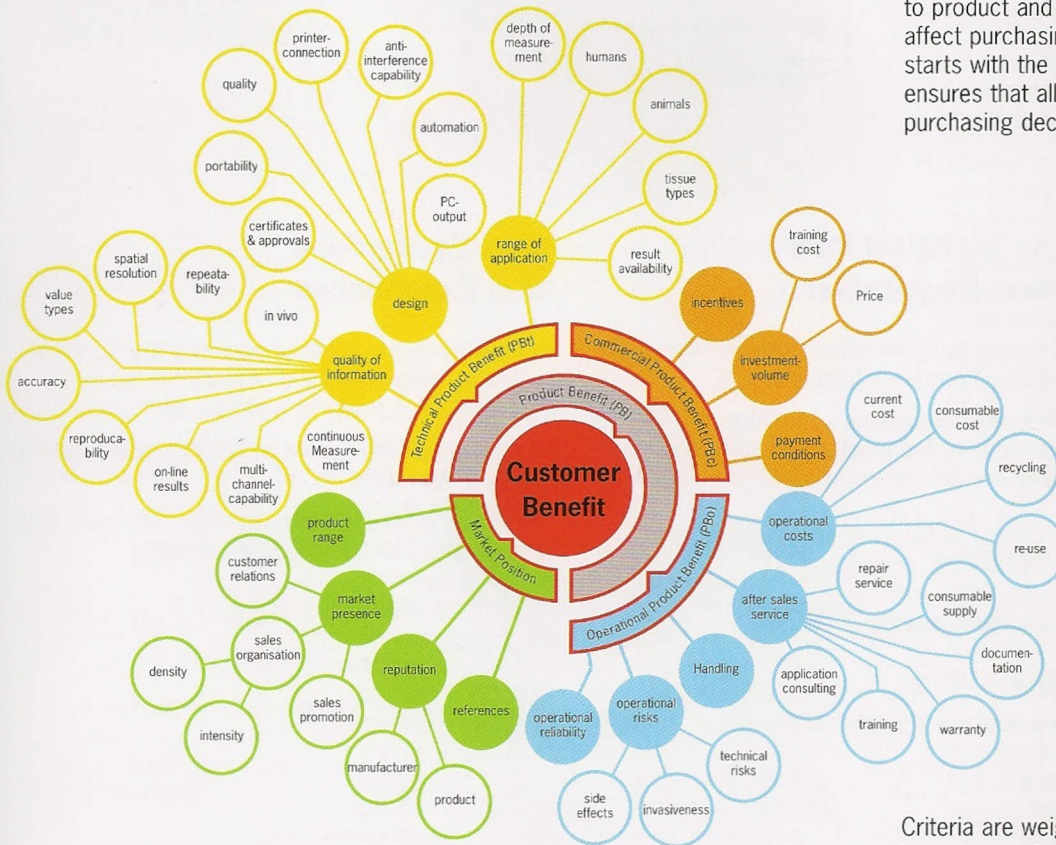
A look behind the curtain: The three steps of the CBA process

Easy handling with a well organized interface



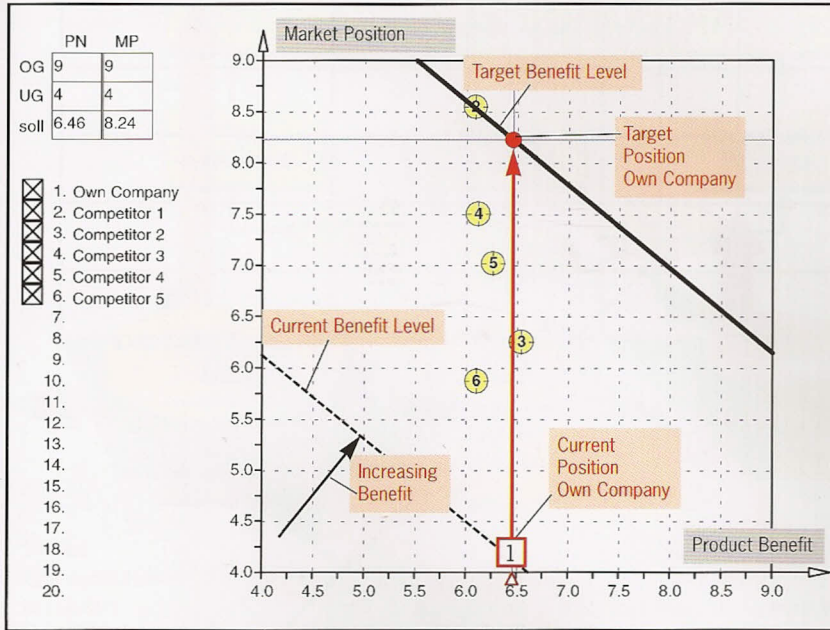
Step I: Competitive Analysis: What is a Company's Current Competitive Position?

The decisive element is the determination, according to product and market segments, of all criteria which affect purchasing decisions. The CBA process always starts with the same basic criteria structure, which ensures that all relevant aspects of a customer's purchasing decision are considered.



Criteria are weighted according to their importance. Scores express how well a company copes with market requirements for every criterion. Up to 20 competitors may be included in a CBA investigation.

Step II: Target Positions: Where is a full Competitive Target Position?



On the CBA basic criteria level, competitive target positions are developed for the company.

This is carried out with graphs showing a pairwise presentation of all CBA basic criteria. Graphs are used because of their very high information content, which makes complex problems more transparent.

Lines of constant benefit indicate constant benefit levels, as perceived by the customer. Company targets are identified on the benefit level of the most important competitors.

Step III: Action Recommendations: How may the Competitive Target Position be Achieved?

An optimally coordinated set of action recommendations for a strong competitive position

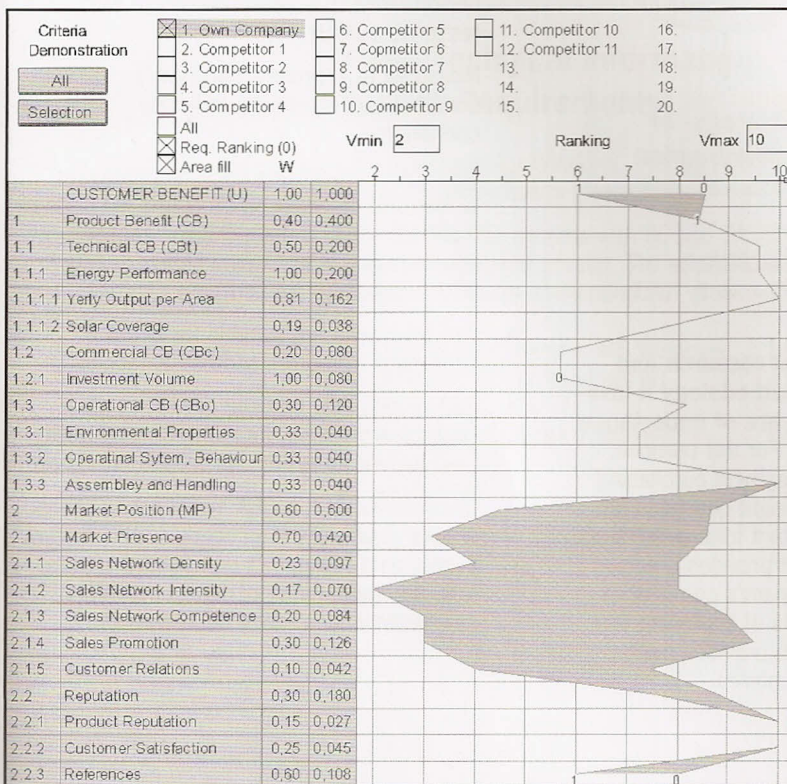
All input criteria scores of a CBA basic criterion can be modified, until the corresponding basic criterion target value from Step II is reached. In particular the criteria that can be changed with the least possible effort and in the shortest time should be modified.

To this end, the compensatory nature of all criteria is put to full use. For example, technical deficits may be compensated for by an intensified sales promotion. Pricing problems may be compensated for by better terms of payment, a higher service standard, etc.

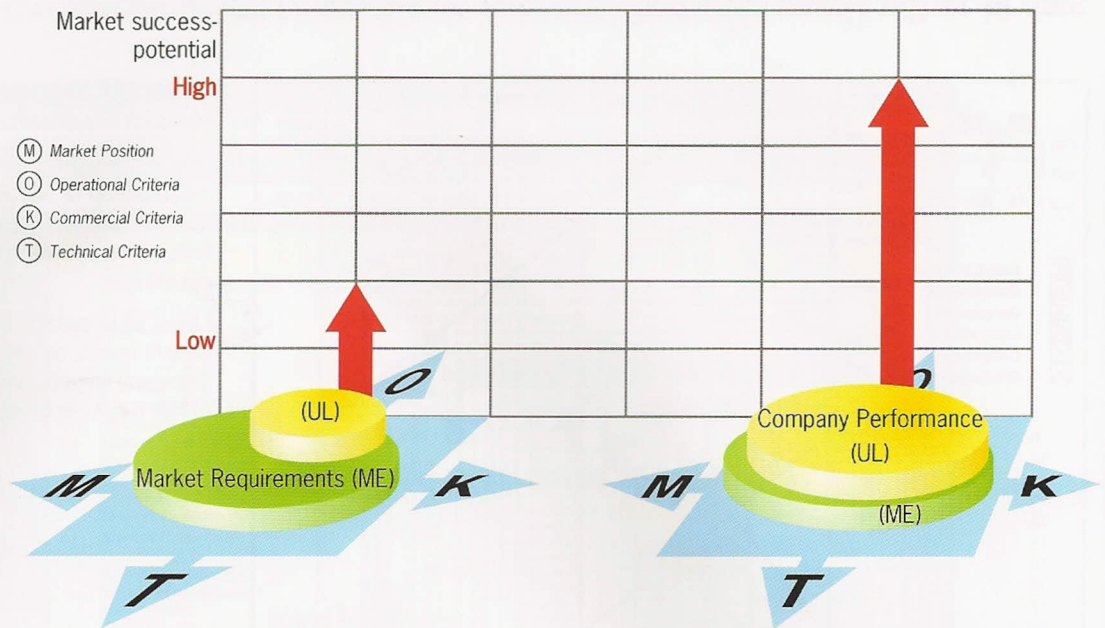
The CBA process here allows an optimal coordination of all action recommendations. In this system, all criteria behave like communicating tubes. Practically, CBA makes use of the fact that customers really do think in terms of compensation. This very important CBA feature allows a higher degree of freedom in the achievement of competitiveness target positions.

All modified criteria are the subject of action recommendations presented in an action list, which is the final result of a CBA investigation.

This is a list of systematically coordinated, time and cost optimized action recommendations for the achievement of a target competitive position.



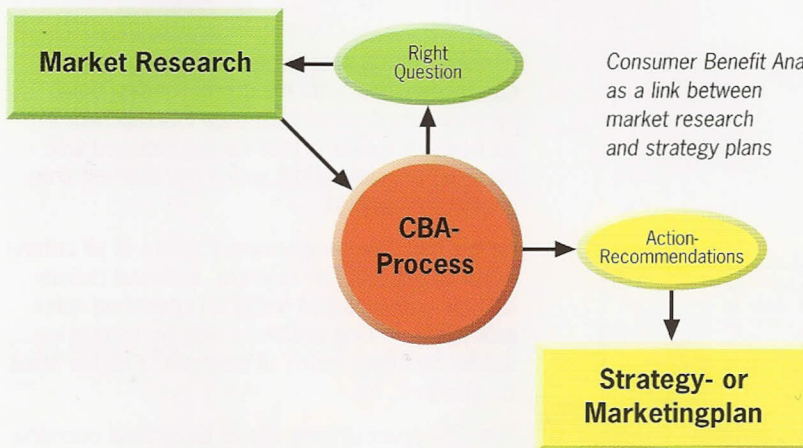
Profiles of current and target competitiveness values



A synchronization of market requirements and a company's performance, superior to most competitors is a prerequisite for a sustainable market success.

The Solution

The Benefit



Analysis teams work more efficiently

Competitiveness evaluation by purchasing decision process analyses

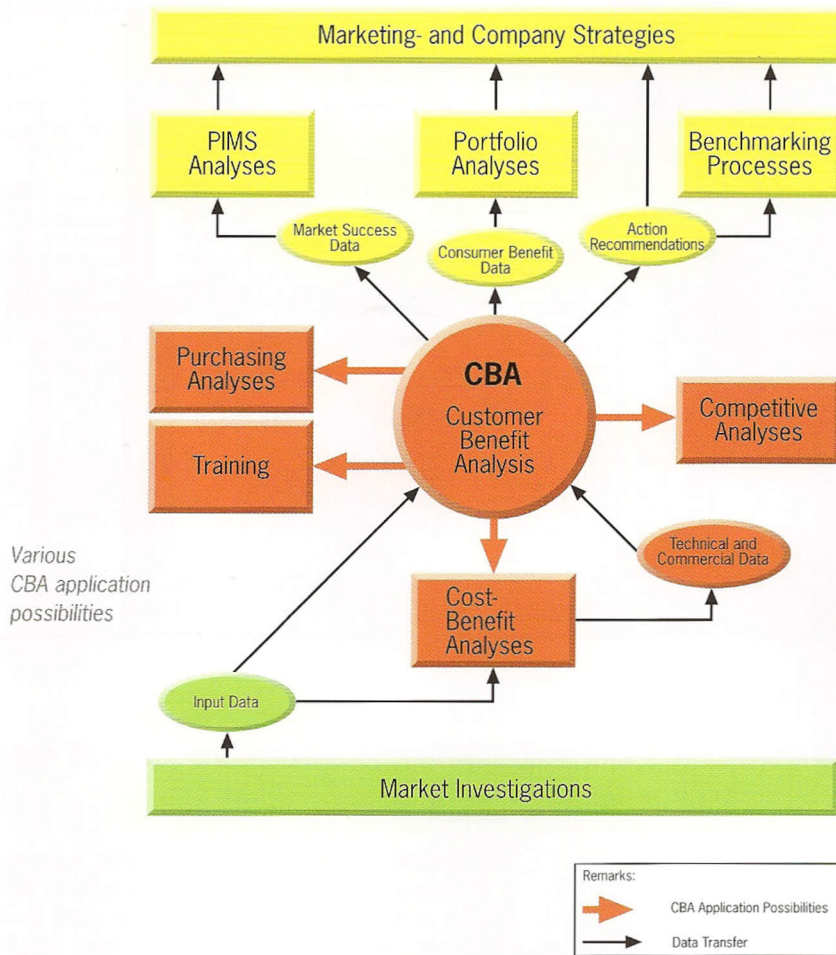
The Customer Benefit Analysis (CBA) for Windows™ is a software, which exactly fulfills this requirement.

It is a link between market research and strategy plans. With its methodology it investigates all criteria which are of importance for purchasing decisions. For this purpose, it models a typical market segment purchasing process. It ensures that the right questions are asked, which again is important for a pinpointed styling of market research. It provides precise information on the own company's competitive position and on efficient ways of improving this. Additionally the CBA software provides many information and evaluation features.

The full complexity of customer requirements will become transparent:

- Purchasing decision processes may be simulated in order to uncover deficits in a company's competitiveness.
- Market requirements and a company's performance may be synchronized with reasonable effort.
- Measures to improve a company's competitiveness may be optimally coordinated.
- With CBA support, the decision processes of interdisciplinary analysis teams will become more objective. Communication capability improves and in this way a higher degree of consensus will be achieved.
- All CBA results are suitable for direct application in reports and presentations.
- CBA results may be used directly in other analysis processes like PIMS, Benchmarking, Cost-Benefit Analyses, Portfolio Analyses etc.
- Once formulated, a CBA investigation allows a quick check of the influence of new market events on a company's competitive position (e.g. the appearance of new competitors, new technologies, price decreases etc.).

CBA Application Possibilities



The CBA process offers various applications. It is suitable for

- sales process analyses,
- purchasing process analyses,
- cost-benefit analyses,
- sales and marketing training support.

Furthermore CBA may be used in conjunction with other processes, which have similar objectives, e.g.:

- Various CBA application possibilities
- CBA action recommendations may be realised by Benchmarking processes.
- The market success potential, developed by a CBA investigation may be used in a PIMS investigation for the evaluation of a company's success potential.
- The results of a cost-benefit analysis may be used as input data for a CBA process.
- The customer benefit values of a CBA process are directly applicable as competitive strength values in relevant **portfolio analyses**.

Some Technical Information: System Requirements.

CBA for Windows™

CBA is suitable for Windows™ with the following minimum performance features:

- Platform: All systems with 80386 SX, 33 MHz processors and greater. The application of 50 MHz min is recommended.
- Operational Systems: MS Windows™ 3.1X, Windows 95™ or Windows NT™
- Hard disk capacity: 2 MB min.
- RAM: 4 MB min.

CBA is available in English and German.

CBA Background and Experiences

The CBA process is based on a long experience in worldwide investment and OEM marketing. It has proven its high reliability in various applications.

If you want to know more about CBA, please do not hesitate to contact us.

We would be pleased to provide you with more information or a CBA demonstration version.

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