

# Follow-up and evaluation of services rendered

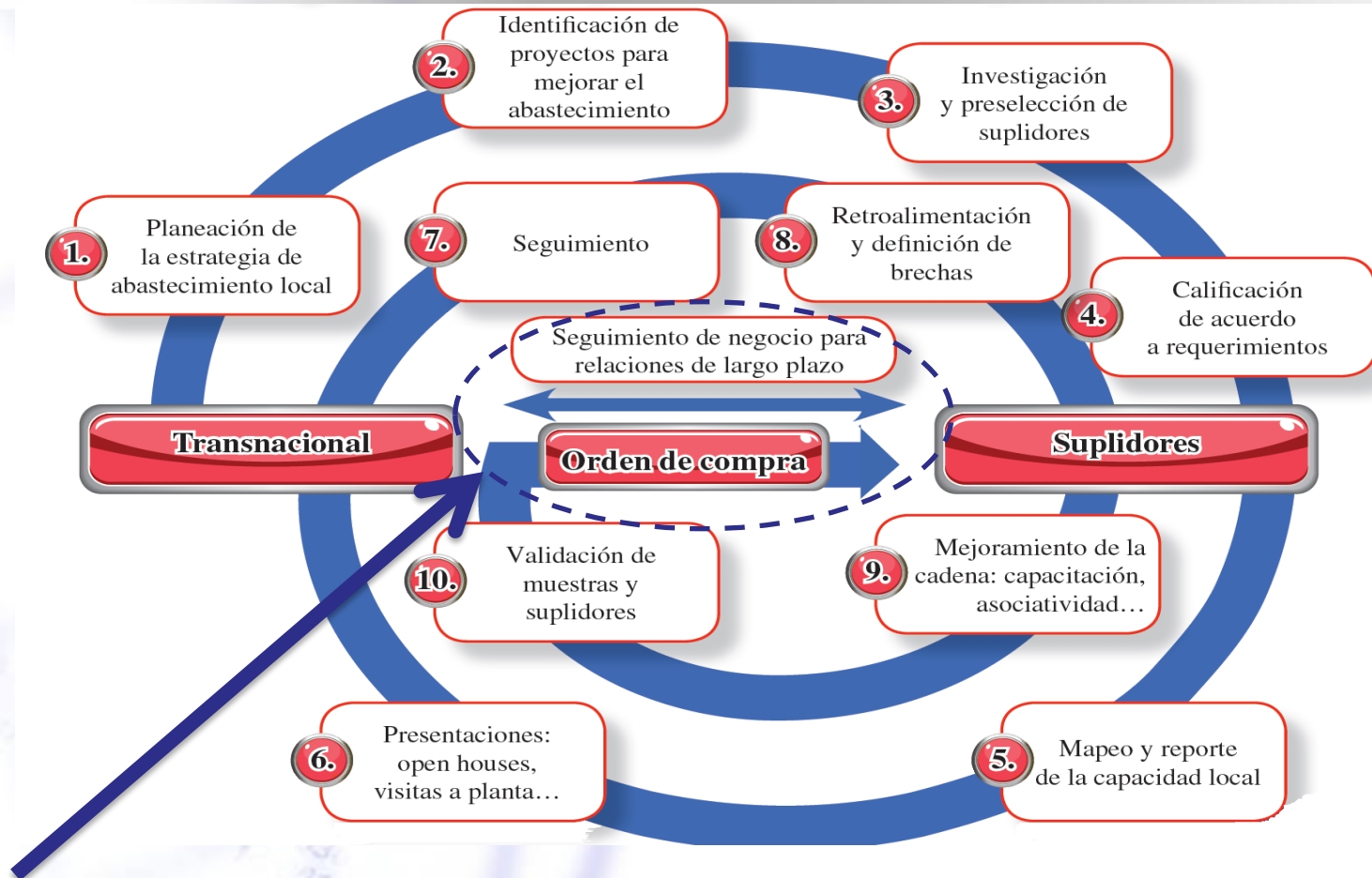
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**México DF, October 15, 2010**

# Customer satisfaction evaluation and follow-up

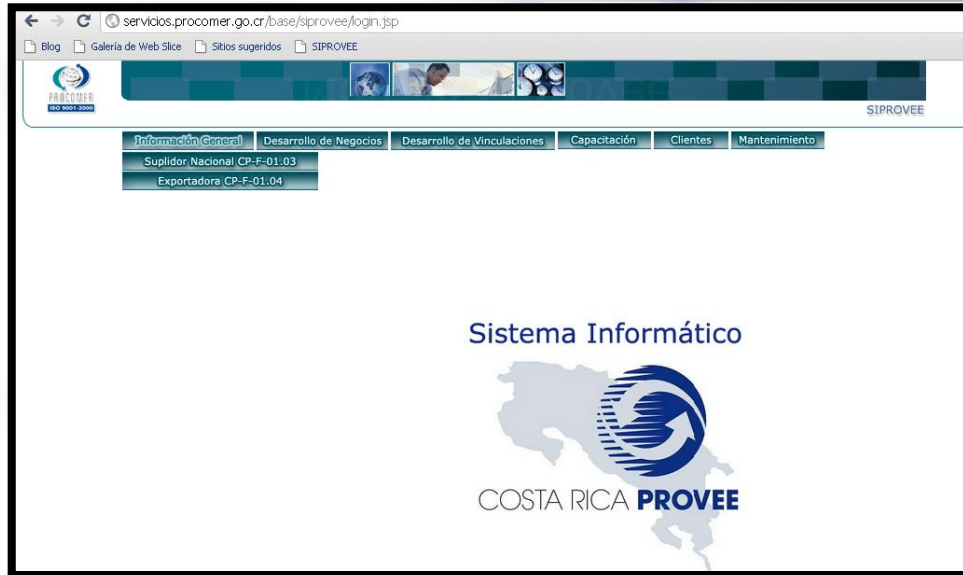
- ISO 9001-2008 certified systems and procedures
- Covers most of the services provided by our organization
- Evaluation: several methods depending on service:
  - Evaluation forms to 100% of our customers after receiving a service (ex. Export Information Bureau, seminars, courses, missions, etc.)
  - Yearly external customer satisfaction survey
  - Internal semi-annual customer satisfaction surveys
- Monthly follow-up at managers' meeting and quarterly reports and action plans to work on continuous improvement

# Follow-up case 1: Industrial linkage program (forming indirect exporters)




**Aligning the organization's and personnel KPIs to concrete customer results (purchase orders) builds commitment on all levels - including operational - to follow-up until the cycle is complete.**

# Follow-up case 1: Industrial linkage program (forming indirect exporters)



Sistema Informático



## What our current information system provides:

- Define profiles for vendors and exporters
- Vendor diagnostics reports
- Define relationships between vendors and exporters
- Potential linkages (deals) complete cycle follow-up, status and action items
- Relevant documentation regarding each potential deal, such as requirements, blueprints, specs, etc.
- Notes, minutes, site visits
- Report generation



Nombre	Monto Anual	Sector	Producto	Servicio	Estatus	Exp	Proveedor	
237-2006	0	Sector Proyectos Especiales	PRODUCTO ALIMENTICIO		Proyecto	ALIMENTOS NATURALES	SIN ASIGNAR	Borrar
238-2006	0	Sector Proyectos Especiales	PLASTICO Y SUS MANUFACTURAS		Proyecto	ALIMENTOS NATURALES	MAGMA S.A	Borrar
247-2006	970	Sector Proyectos Especiales			Concretada	BANACOL	ETIQUETICAS S.A	Borrar
248-2006	0	Sector Tecnologia Especializada	METALMECANICA		Proyecto	COOPESA	SIN ASIGNAR	Borrar
52-2007	33969	Sector Proyectos Especiales	Avena de Hojuela		Concretada	INDUSTRIAS MAFAM	APIARIOS DEL PACIFICO S.A	Borrar
60-2007		Sector Proyectos Especiales			Proyecto	AGRICOLA INDUSTRIAL PROPIGA S.A.	-	Borrar
146-2006	346	Sector Proyectos Especiales	ACCESORIOS TEXTILES		Concretada	GALLETAS NOEL, CB, S.A.	SOTEX, S.A.	Borrar
68-2007	350000	Sector Tecnologia Especializada	CABLES		Concretada	ATLAS	TR.FASTENERS	Borrar
47-2007	1778	Sector Tecnologia Especializada		TRATAMIENTO DE DESHECHOS	Concretada	EMC TECNOLOGIA	GEOCYCLE	Borrar
78-2007	2400	Sector Proyectos Especiales	AROMAS Y SABORES		Concretada	LABORATORIOS GRIFFITH DE COSTA RICA	MASTER PACK (TECNIFOODS)	Borrar
99-2007	27692	Sector Proyectos Especiales	PRODUCTOS QUIMICOS		Concretada	B.A.C EXPORTADORES	VISAVA	Borrar

Internal system used by international offices and local promotion agents:

Opportunity follow-up by sector and market

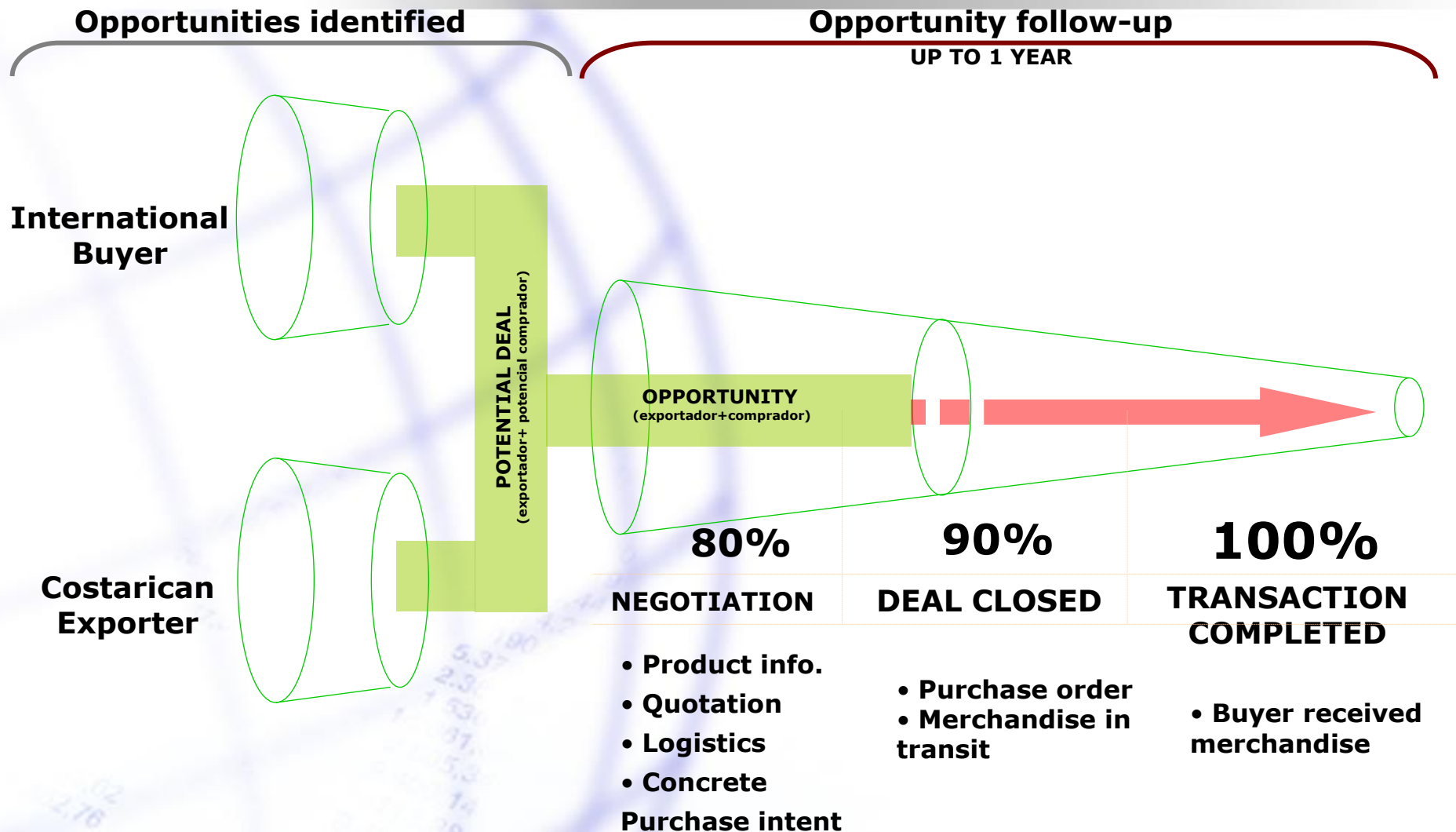
- **80%** → There is an explicit purchase intent from buyer
- **90%** → Merchandise is in-transit
- **100%** → Buyer has received merchandise

- Promotion agents' goals are fully aligned and measured against concrete exporters results (and confirmed with export declarations)



The screenshot shows a web browser window displaying the PROCOMER Sistema Gestión de Mercados v3.0 interface. The user is logged in as WALTER DELANTON, OFICINA SEDE CENTRAL COSTA RICA. The main content area is titled "Reportes de Generación de Negocios" and contains several dropdown menus and buttons for generating reports. The "Oficina Promoción Comercial" dropdown is set to "OFICINA DE PROMOCION COMERCIAL CANADA". The "Tipo de Reporte" dropdown is set to "Empresas que concretaron negocios". The "Año" dropdown is set to "2010". The "Sector" dropdown is set to "Todos". There are buttons for "Generar por Oficina", "Generar por Sector", and "Regresar".

# Follow-up case 2: Direct export promotion



**Strategic objective: establish a true customer-centric, integrated knowledge management system to follow-up on the exporter's full life cycle, as well as optimize our communication and relationship with our customers**



- Develop, administrate and maintain a single, integrated customer information database
- “Remember” everything we learn on each interaction with our customers
- Know our customers and understand their specific needs to follow-up and assist them throughout the full cycle

# Advantages to a centralized CRM

- Centralized customer database
  - Today, Procomer has 5 different systems
- Know and understand who our customer is
  - Tailor services and follow-up to their needs
- Communication
  - Target specific audiences based on their sector, needs & preferences
- Integrated follow-up
  - One single service point for the customer, linking services and results (ex. Market research study followed by an intl. business agenda)
- Enhance security of our institutional knowledge



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