

ASSESS OPPORTUNITIES

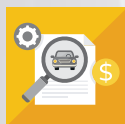


What is it costing you not to know?

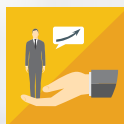
Get peace of mind with our assessments including TechCheck 2.5™ Digital Asset Inspection, Customer Engagement Analysis, and Digital Visibility Assessment to identify any issues, missed opportunities, or technology problems, and ensure that your customer-facing information is accurate and effective.



Identify Issues



Evaluate Effectiveness



Discover Opportunities

OUR ASSESSMENTS



TechCheck™ 2.5 is our newest and greatest version of the TechCheck™ product. Get peace of mind with our multi-point digital inspection.

- ✓ Multi-point inspection covering hundreds of your digital assets to identify issues, technology problems and missed opportunities.
- ✓ Detailed analysis of your digital assets with recommendations from our digital marketing experts on how to improve.

CUSTOMER ENGAGEMENT ANALYSIS (CEA)

Assess your lead handling through four channels-call, email, text, and chat. Get a detailed snapshot of the customer experience in the critical 72-hour window.

- ✓ Consolidated Mystery Shop scorecard report detailing how your sales team handles leads via text, calls, emails and web chats.
- ✓ Actual examples and screenshots of your team's responses included to help you analyze and create strategies for improvement.

DIGITAL VISIBILITY ASSESSMENT (DVA)

Assess your SEO (Search Engine Optimization) and Paid Search efforts to evaluate their effectiveness.

- ✓ Analysis of keyword rankings to show where you're standing tall, and where you stand against your competitor.
- ✓ Listing check to see how easily your customers can find you on the web.



ASSESS OPPORTUNITIES



SCORECARDS

SCREENSHOTS OF IDENTIFIED ISSUES

SUMMARY & ACTION PLANNER

CUSTOMER ENGAGEMENT ANALYSIS (CEA)

OVERALL SCORECARD

SCREENSHOTS OF ACTUAL RESPONSES

DIGITAL VISIBILITY ANALYSIS (DVA)

ORGANIC SEARCH SCORECARD

DETAILED ORGANIC SCORECARD

LISTING SCAN RESULTS

PAID SEARCH SCORECARD

ACTION PLAN & APPENDIX

