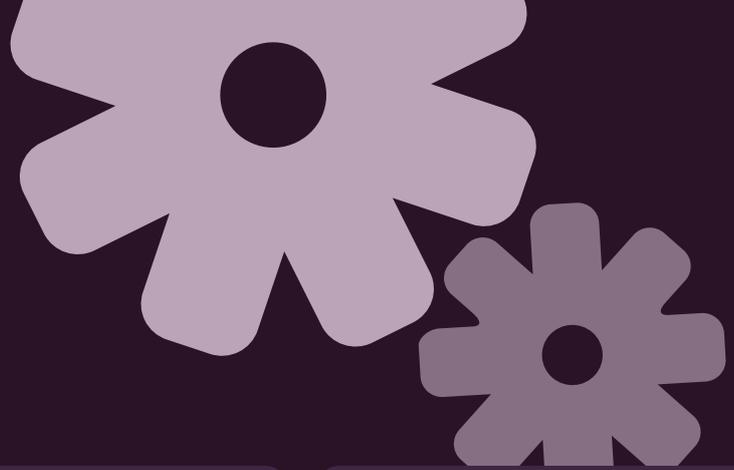


Gain competitive advantage by increasing your operational efficiency and ensuring customers perceive your unique features as core benefits to their business.



Operational Intelligence Service Synopsis

Operational intelligence focuses on identifying and addressing opportunities and issues to improve business performance. Effective business processes begin with customers' needs and end with their fulfilment. Objective external assessments of internal processes, structures and customers' perceptions are critical in understanding and exceeding their requirements and reassuring potential investors. Gain competitive advantage by increasing your operational efficiency and ensuring customers perceive your unique features as core benefits to their business.

Operational Intelligence Expertise

Clear Intelligence has provided expert operational intelligence services since the mid-nineties. Our clients include multinational corporations, Fortune 500 companies, small enterprises and non-profit organisations. Our highly experienced specialists cover the complete range of operational intelligence functions, across all sectors.

Customer Feedback

Highlights

- External and impartial feedback from the customer's perspective – including feedback about lost bids, tenders and even customers
- A proven methodology in extracting structured, accurate and honest feedback
- Comprehensive analysis of the findings – that can be acted upon
- Survey conducted by experienced telemarketers

Benefits

- Focus on your core activities and increase business efficiencies
- An honest appraisal of your business from existing clients as well as missed leads or opportunities
- Accurate findings and analysis that highlight your strengths and weaknesses as an organisation, along with potential threats and opportunities
- Identify potential product enhancements
- Identify key competitors taking an increasing market share
- Experienced telemarketers provide a thorough service, a more personal experience, and a higher feedback ratio – compared with inefficient online surveys

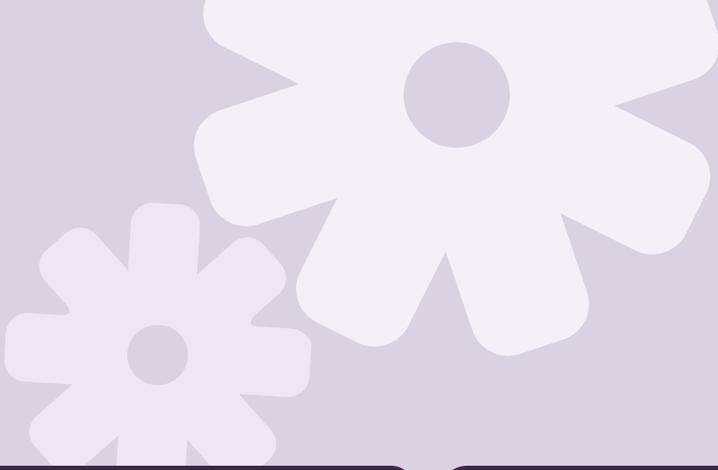
Company and Financial Profiles

Highlights

- Financial data on customer revenue, profit/loss and liabilities, company ownership and subsidiaries, key business drivers
- Interactive links to resources such as maps, headquarters information, corporate family trees and company websites

Benefits

- Make your conversations more relevant by gaining a more complete view of your customers
- Provides intelligence on your 'must win' accounts or potential partnerships
- Looking at key drivers of potential clients and alliances to align your company's capabilities with their requirements
- Financial profiles provide financial stabilities of customers and suppliers
- Assess credit ratings
- Potential influences through subsidiaries or ownership
- Analysis of profit loss and liabilities alongside revenue provide a true position of a potential client, partner or supplier



Supplier Benchmarking

Highlights

- Proven tools and processes used by market intelligence professionals for competitive benchmarking – including scope of services, volumes, prices, service levels
- Independent, third-party organisation feedback

Benefits

- Reduces valuable time and company resources spent sourcing suppliers
- Potentially significant cost savings
- Reports back with an assessment of how particular prices and services relate to the market
- Confirms whether or not you are paying a fair price and receiving acceptable service levels

Due Diligence

Highlights

- Discrete due diligence expertise
- Professional consultation to assess your exact requirements
- Limited public records search
- In-depth investigation with global capabilities (if necessary)

Benefits

- Protect your current and future intellectual property
- Safeguard your company's reputation
- Validation of intangibles that appear attractive
- Make sure your deals meet – rather than defeat – your business objectives

“ We were recently invited to enter into a joint venture, but we were unsure **about the company's financial position** – and its reputation. Clear Intelligence was recommended to us and we asked them to carry out a thorough investigation. We were highly impressed with the report we received, which provided press **data, financial data and other non-public data** that we simply wouldn't have had access to ourselves. As a result, we found the company's credibility highly satisfactory and we had complete **confidence in our negotiations**. We've now successfully progressed with the partnership. ”

Paul Biggs, Managing Director,
Millbrook technology

Further information

To find out how Clear Intelligence can help your organisation:

call us on 0800 6122 674

or email enquiries@clear-intelligence.com

Alternatively, visit www.clear-intelligence.com

