

WATERMARK CONSULTING

Excellence leaves a lasting impression...SM

WHO WE ARE

We are a customer experience consultancy. We help businesses impress their customers and inspire their employees, turning everyday people into loyal brand advocates.

WHAT WE DO

From sales activities to service encounters, from live interactions to written communications, from external consumers to internal customers – whatever the audience, whatever the touchpoint, we'll help you structure these interactions so they create positive, memorable impressions that fuel new and repeat business.

WHAT DISTINGUISHES US

We know “customers” aren't just the people buying your product. That's why we apply customer experience management techniques to the many audiences businesses seek to influence and impress – consumers, employees, job candidates and franchisees among them.

OUR SERVICES

Our services span the customer lifecycle and capitalize on our marketing, operations and technology expertise:

Customer Experience Evaluation	Staff and Workplace Development	Brand and Operations Engineering	Performance Measurement
<ul style="list-style-type: none">• Qualitative customer research• Experience immersion and simulated shopping• Touchpoint identification, mapping and evaluation• Customer defection root cause analysis• Competitive assessment	<ul style="list-style-type: none">• Employer brand definition and activation• Recruiting experience design and evaluation• Workplace tools and technology enhancement• 360-feedback and leadership coaching• Keynote addresses, speeches and seminars	<ul style="list-style-type: none">• Strategy development and touchpoint redesign• Consumer brand definition and activation• Business process streamlining• Communications simplification• Technology design and specification	<ul style="list-style-type: none">• Listening post setup and analysis• Quality assurance program development• Metrics and executive dashboard design• Recognition and incentive program development

WHAT'S RIDING ON YOUR CUSTOMER EXPERIENCE?

Everything. Product and price differentiation are fleeting – but a truly distinctive customer experience can deliver competitive advantage that is difficult for others to copy. To learn more about how Watermark Consulting can help you stand out from the crowd, visit us at www.watermarkconsult.net.

We'll help you deliver an excellent experience that captivates your customers and leaves them with a lasting impression.

THE POWER OF GREAT CUSTOMER EXPERIENCES

You don't need a consultant to tell you that happy, satisfied and loyal customers are good for business. But you may be surprised just how good. Great customer experiences...

Boost Revenue

- Customers buy more from you, giving you a greater share of their wallet.
- They stick around longer, given their rational and emotional ties to your business.
- They tell their friends great things about you, sending new business your way.
- They're less price-sensitive because they appreciate the overall value you provide.

Reduce Expenses

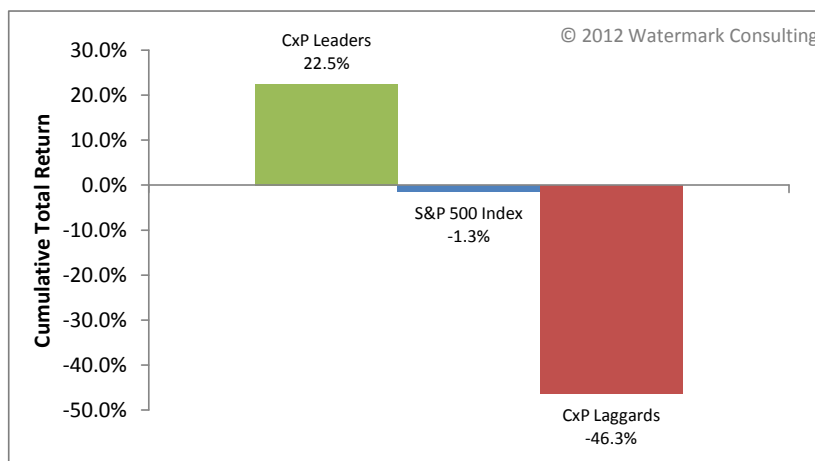
- Customers don't complain, generating less re-work and recovery expense.
- They spread favorable word-of-mouth that's free (but very powerful) marketing.
- Their repeat business and referrals help avoid costly new customer acquisition costs.
- They're familiar with your products and services, requiring less handholding.

Create a Virtuous Cycle

- Happy, satisfied customers help create happy, satisfied employees...
- ...Who in turn help create even happier, more satisfied customers.
- Happy, satisfied employees are more engaged, productive and cost-efficient.
- Happy, satisfied employees are more likely to impress your customers.

Just How Powerful Are Great Customer Experiences?

Consider the stock performance of firms with the highest and lowest customer experience (CxP) ratings:



From 2007-11, through the best and worst of times, customer experience leaders outperformed the broader stock market, generating total returns that were **27% better** than the S&P 500 Index and **128% better** than customer experience laggards.

CxP Leaders and Laggards are defined as the top ten and bottom ten rated public companies in Forrester Research's 2007-2012 Customer Experience Index studies. Comparison is based on performance of equally-weighted, annually readjusted stock portfolios of CxP Leaders and CxP Laggards relative to the S&P 500 Index.

ABOUT THE FOUNDER

Jon Picoult is the Founder of Watermark Consulting. He is a sought after speaker and business advisor whose insights have been featured in publications ranging from *The Wall Street Journal* and *The New York Times*, to *BrandWeek* and *Workforce Management*. He has worked with some of the world's foremost brands, helping organizations capitalize on the power of loyalty – both in the marketplace and in the workplace.



Jon's philosophy is simple: With each and every customer interaction, businesses win or lose share. Every touchpoint – be it with consumers, employees, or even job candidates – presents an opportunity to either build brand loyalty or erode it.

Using both marketing and operational tactics, he helps companies capitalize on this concept by shaping distinctive interactions with these key stakeholders – creating positive, memorable impressions that cultivate loyalty and deliver all of the associated financial benefits.

Prior to founding Watermark, Jon held senior executive roles in service, technology, sales and marketing at Fortune 100 companies. Early in his career, he earned the distinction of becoming the youngest senior vice president in the over 150-year history of a leading, global financial services company.

Jon received his A.B. in Cognitive Science from Princeton University and his M.B.A. in General Management from Duke University.

TESTIMONIALS

“Watermark Founder Jon Picoult is one of the rare individuals with the ability to think strategically, yet operate tactically. It allows him to see both the big picture and the numerous landmines inherent in executing a plan. As such, he possesses a very rare and valuable combination of talents.”

Matthew Winter
President and CEO
Allstate Financial

“Considering bringing Jon Picoult onto your team? You won’t be sorry – he is truly impressive! Jon engaged and inspired our managers, focusing them on business strategies in a way that wasn’t theoretical or academic – but fun, entertaining, practical and actionable. I’m glad we had the chance to work with Jon and I highly recommend him!”

Ken Fenoglio
President
AT&T University

“If you want to improve your customer experience, but want to avoid the ivory tower advice doled out by most consultants, then talk to Watermark. In a very short period of time, they developed a remarkable grasp on the details of our business. So instead of getting recommendations filled with platitudes, we got very insightful, practical guidance that was incredibly valuable. Working with Watermark was a great experience, and one I’d recommend to any business leader.”

Vice President, Customer Experience Management
Top 50 U.S. Property & Casualty Insurer

“Hire him! As our keynote speaker, Jon Picoult spoke with such authority, such passion and such authenticity, that our membership, mainly senior insurance marketing executives, shared that his hour talk was worth their two day conference admission. Hire him! If you are looking to engage your audience with insightful, purposeful, and actionable concepts, you have that in Jon. Hire him!”

Richard Look
President
Insurance Marketing & Communications Association

“Watermark Consulting has been a great partner in helping us grow our business. From high-level insights to in-the-weeds tactics, Watermark enhanced our communications, simplified our messaging, and polished our interactions with key stakeholders. Whenever something came across my desk, I could immediately tell if Watermark had a hand in developing it. Everything they touched was better off as a result.”

Greg Arms
Global Head of Employee Benefits
Marsh Inc.

“Jon Picoult has a unique style that blends front-line and executive know-how with highly proficient customer satisfaction case studies. With an unassuming and direct approach, he is able to impart the wisdoms of customer experience in a way that hits home with a wide audience, from customer service representatives to senior management. Time with Jon is time well spent.”

Frank Memmo
President & CEO
Andesa Services

TESTIMONIALS

“Jon Picoult has an exceptional ability to synthesize volumes of information – from consumers, from sales intermediaries, from internal company stakeholders – and then distill it all into very clear, focused and actionable strategies that take a business to a new level. He can simplify even the most complex subject matter, helping people focus on things that really make a difference.”

Anne Melissa Dowling
Senior Vice President
Fortune 100 Financial Services Company

“Jon Picoult absolutely captivated our senior leaders. His experience was real and he gives excellent takeaways that are immediately actionable. If you want a speaker who “gets it” and has instant credibility – do not hesitate to call Jon. If you want a consultant who can step into your shoes and give you solutions that produce results – do not hesitate to call Jon. I highly recommend him as an extended member of your team.”

V. Vanessa Williams
Vice President
Sun Life Financial

“In a very creative and entertaining way, Jon Picoult helped our staff see how great customer experiences could fuel our success, and how each of their individual roles contributed to that outcome. Jon’s business philosophy centers around impressing customers – and, boy, did he impress us. Every interaction we had with Watermark exceeded our expectations and left us delighted.”

Rich Yeni
Vice President, Business Development
Andesa Services

“Jon Picoult has literally ‘walked in the shoes’ of sales, service and technology leaders – giving him a diverse set of experiences from which to draw. As such, he has a unique ability to build bridges between organizational silos and help businesses operate in a more holistic, customer-oriented manner.”

Senior Vice President
Fortune 500 Financial Services Company

“Jon Picoult is one of the most talented and versatile professionals I have ever had the opportunity to work with. He is smart, aggressive and can tackle any assignment, as exemplified by the diversity of his experiences. You will not be disappointed by the caliber of his intellect and the range of his contributions.”

James Miller
Executive Vice President, Enterprise Services & Technology
MassMutual Financial Group

“For nearly 15 years, as in-house counsel for two financial service companies, I was fortunate enough to work with Jon Picoult. I found him to be one of the brightest, most ethical leaders with whom I had the privilege of working. Jon effectively used his breadth of experience and outstanding communication skills to successfully help these companies respond to the needs of their customers.”

Robert Liguori
Senior Vice President & Co-General Counsel
Fortune 100 Financial Services Company

SAMPLE ENGAGEMENTS & RESULTS

For nearly two decades, Watermark Founder Jon Picoult has helped organizations inspire employees and impress customers. Below are some examples of his work:

Capturing the Voice of the Customer to Improve a Business

What: Increased a Fortune 100 company's customer satisfaction index by 15 points, contributing to a 17% rise in customer loyalty and \$30 million in additional annual revenue.

How: Introduced survey program, quality reviews and customer/employee shadowing to isolate and address key sources of customer delight and frustration.

Reinventing a Brand to Rejuvenate a Business

What: Expanded the most profitable unit of a \$600 million business, growing distribution by over 200% and sales revenues by 15%.

How: Garnered the attention of sales intermediaries and consumers by rebranding the business, revamping marketing materials, and creating more distinctive and customer-friendly products.

Energizing Staff with Innovative Recognition Programs

What: Boosted service staff engagement and morale, yielding a 50% reduction in turnover and a 17% improvement in customer loyalty.

How: Delivered brand education seminars. Introduced new metrics, incentive and recognition programs that fostered more customer-focused, experience-oriented behaviors.

Turning Routine Communications Into Loyalty Enhancers

What: Reduced customer calls by 20%, while simultaneously increasing customer satisfaction by 20%, for a business handling over a million contacts each year.

How: Eliminated unnecessary inquiries by redesigning correspondence and statements into more visually appealing and easily understood communication pieces.

Equipping Staff with the Tools Needed to Impress Customers

What: Compressed a company's transaction turnaround times by 80% and reduced operating expenses by 15%.

How: Designed new, cost-effective technology that simplified customer transactions, improved service quality, and reduced training requirements.

LINKS TO ADDITIONAL INFORMATION



Watermark In The Press

<http://watermarkconsult.net/pressmedia/inthepress.html>



WaterRemarks Newsletter

<http://watermarkconsult.net/pressmedia/newsletters.html>



WaterRemarks Blog

www.watermarkconsult.net/blog



Jon Picoult's Speaker Media Kit

www.watermarkconsult.net/images/Picoult_Jon_Speaker_Media_Kit_.pdf