

What Is FISCAL?

FISCAL is an ROI-driven decision support simulator designed to provide management with the ability to combine and link several critical sources of business information (customer satisfaction surveys, financial performance measures, investment requirements, and managerial judgment) into a single tool for selecting optimal customer retention strategies.

FISCAL Background

Senior management, shareholders, and other stakeholders demand evidence of the “bottom-line” impact of customer satisfaction and loyalty initiatives. Evidence is sought that proves investments made in managing relationships with customers, as well as those made in relevant process and quality improvements, actually contribute to growth in revenues, profitability, and other financial and market performance indicators. Burke developed FISCAL to address these specific client needs and concerns.

FISCAL Development & Deployment

The FISCAL simulator is designed to: 1) quantify the presence or absence of linkages between product and/or service quality perceptions and financial outcomes, 2) determine the strength and leveragability of such relationships, and 3) rank alternative product and/or service improvement strategies for managerial action based on expected financial return to the enterprise through an investment vs. return analysis.

From a process standpoint, the FISCAL simulator is typically built for a client as one of the final stages of a linkage and integration initiative. FISCAL serves as a user-friendly, hands-on interface to capitalize on the integration of “voice of the customer,” “voice of the process,” and “voice of management” information streams. Burke consultants work extensively with clients to first build the FISCAL simulator, based on all key learning from a linkage and integration analysis and modeling effort, and then to deploy the simulator to aid in decision making. FISCAL is used to integrate “voice of the customer” (via customer survey data), “voice of the process” (via your internal data on customer value and process costs), “voice of management” (via managerial judgment about organizational readiness and ability to implement process improvement) information streams. Through proprietary mathematical modeling, Burke consultants work in concert with clients to identify the core product and/or service performance elements that make the greatest contribution to customer loyalty and financial performance, and locate pathways to cost effective process improvement.

FOR MORE INFORMATION ABOUT BURKE GO TO

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Why Use FISCAL?

Demand will continue to grow for evidence of the “bottom-line” impact of customer satisfaction and loyalty initiatives. FISCAL meets this demand by providing an intuitive mechanism that pulls all key elements and outcomes from a linkage and integration analysis into one interface. This allows decision makers to simultaneously assess the payback potential and investment implications of alternative product, service or process improvement strategies.

FISCAL helps you make better, more informed decisions about where to invest limited resources in order to optimize customer retention, loyalty, and profitability.

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The Fine Art of Marketing Research