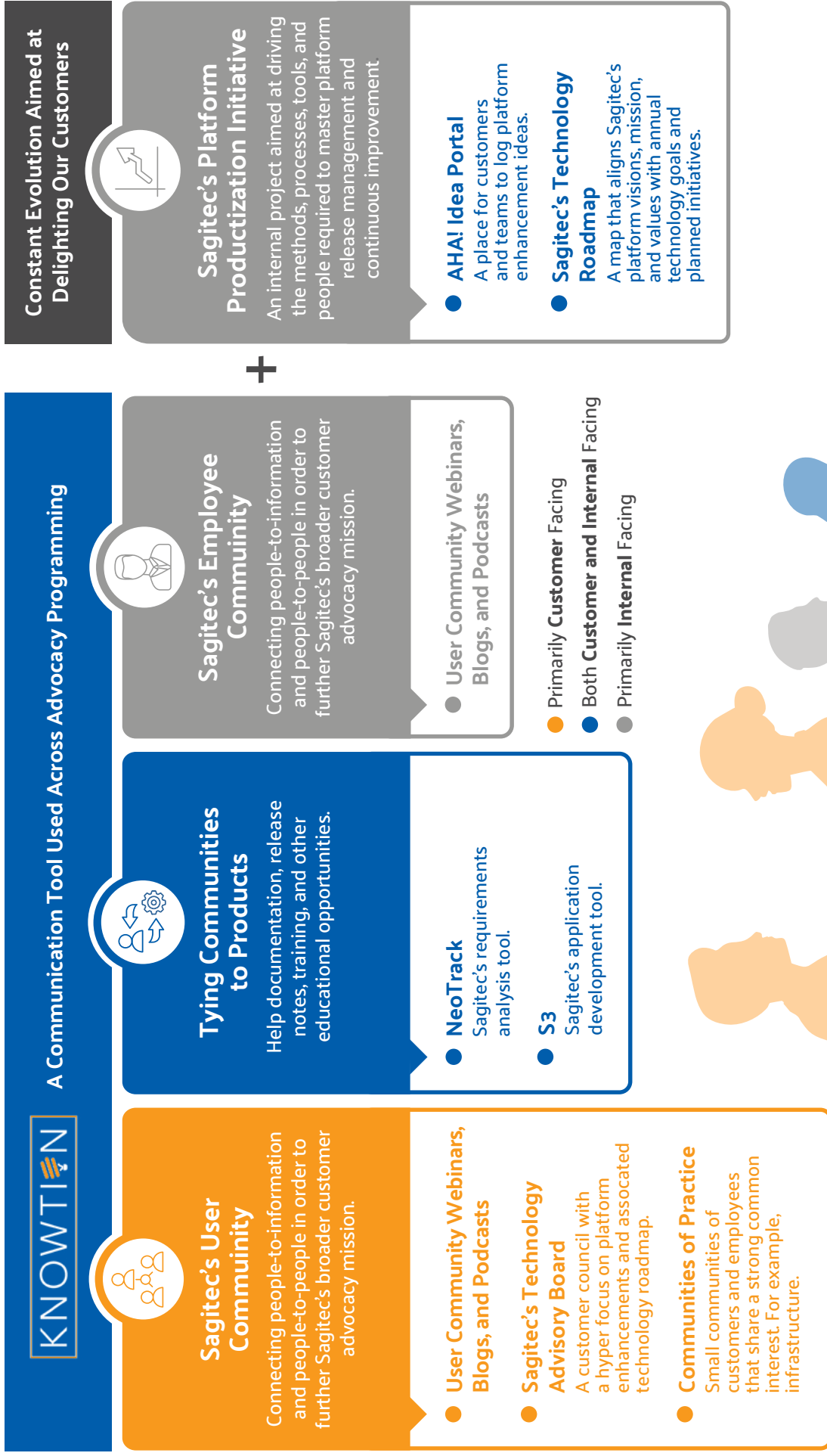


SAGITEC'S CUSTOMER ADVOCACY TODAY



RIGHT FIT PARTNERSHIPS ADVOCATE FOR CUSTOMER NEEDS



Advocacy Defined: We Have Your Back

Customer advocacy done right, in its truest form, is the most special kind of customer service. Many organizations treat customer advocacy as the practice of getting their customers to advocate on their behalf – but, not Sagitec. We believe that customer advocacy is the practice of advocating on behalf of our customers, every day and in every way. Our customers, after all, are the reason that we are in business! And, it's for that very reason that Sagitec has developed our Customer Advocacy Program.

The Proof is in the Pudding

Sagitec's Customer Advocacy Program is wrapped inside Sagitec's broader Engagement and Effectiveness function – which is aimed at existing customers as well as existing employees, alike. We strategically united these two (most important) aspects of our company so that we could move customer advocacy beyond product development or a sales tool (the way that most companies treat advocacy initiatives) and truly embed advocacy into the fabric of our corporate culture.

FINDING OUR CENTER

Sagitec realized long ago that when we seek to understand, share our joy and our sorrow, and never lose sight of continuous innovation and improvement, we delight our customers. And, it's in delighted customers that we find our center – otherwise thought of as our purpose or our mission. It took us a little time to formalize what makes us feel whole and officially launch our Customer Advocacy Program, but when we did, here's what we wanted to accomplish:



Continuously experiment, improve, measure, and refine delighting our customers every day and in every way.



Drive effectiveness and efficiency into the way we communicate with and educate our customers, but value transparency as the highest communication virtue.



Assist customers in collaborating with each other and with Sagitec's experts in order to solve problems, generate new ideas, and build lasting relationships.



Marry customer advocacy to initiatives aimed at communicating with and developing our employees in order to sew these ideals into the fabric of our corporate culture.



Elicit the voice-of-the-customer and drive that voice into everything we do.



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