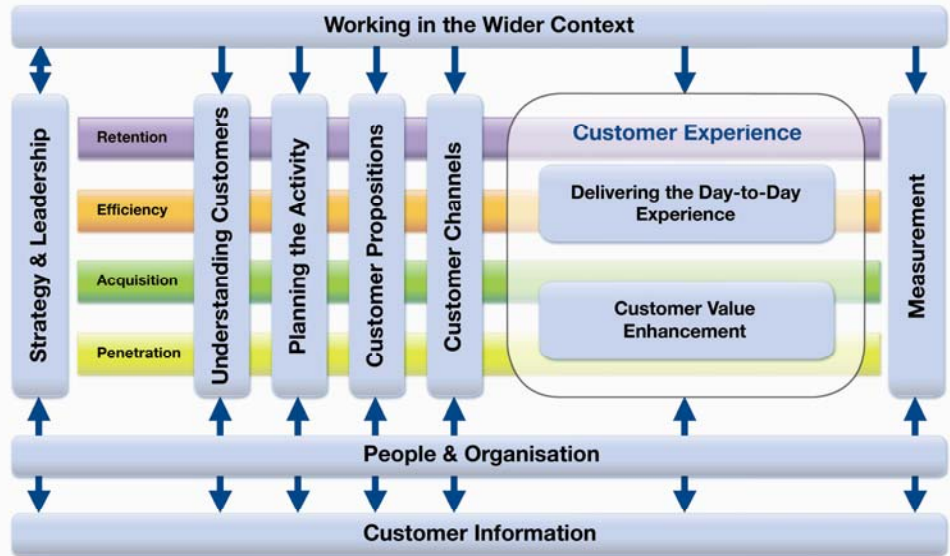




CMAT™ INTRODUCTION

- Range of **tools and services** to support many areas of Customer Management
- Completely **objective** – gets behind internal ‘agendas’
- **Quantitative** – giving a clear measure from which to judge improvement
- **Benchmarked** results – against a specific benchmark of relevant organisations
- Very **fast** delivery – typically in a total of 6 elapsed weeks
- Ideal set of **measures** for organisational or divisional balanced scorecards
- Proven correlation with **business performance**



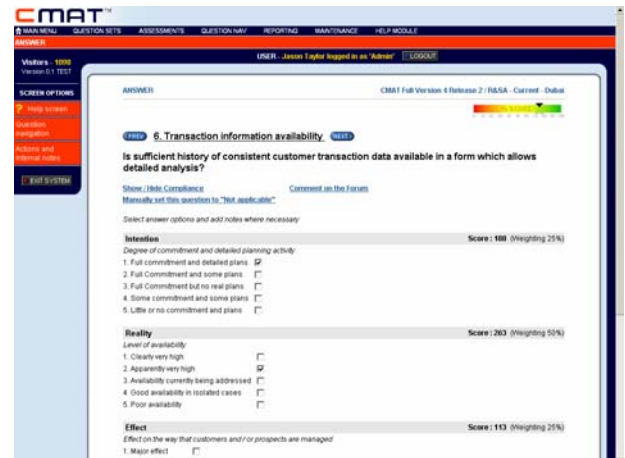
CMAT™ is a range of tools and methodologies that provide a detailed, objective benchmarked assessment of an organisation's capability to effectively manage its customers.

many leading commercial, research and academic organisations as being the definitive ‘scope’ statement for CRM. It has been statistically tested and conclusively shown to have a high level of correlation to widely used business performance measures. It has also been used as the foundation more than 600 assessments that make up the CMAT™ benchmark database.

The CMAT™ range includes capability assessments for large organisations, small & medium enterprises and for public sector or government organisations. It also provides specialised, drill-down assessments for organisations that already have a CRM Programme in place and those wishing to look at a specific aspect of their CRM activity, such as Customer Data Management

Over the last five years CMAT™ has become the de facto Global Scorecard for CRM.

At the centre of most of the products in the range is the CMAT™ model of CRM. This model is fast becoming recognised by



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