The background features a vibrant orange overlay with a network diagram of interconnected nodes and lines. A laptop is visible in the lower right, and a calendar page with the month 'Aug' is partially seen on the left. The text is centered and reads: 

WHAT YOUR  
CUSTOMERS THINK  
MAY BE  
VERY DIFFERENT  
FROM WHAT  
YOU THINK  
THEY THINK.

*What do you think people say about your company when you leave the room?*

*Why would a customer recommend you?  
Or why not?*

*What do you do best, in the eyes of  
the people who matter most?*

*Is there a disconnect in how you're seen  
by internal and external stakeholders?*

*Are your strategic initiatives  
moving the needle?*



# DON'T THINK. KNOW.

## What gets measured, gets managed.

Deliver breakthrough results by measuring what's most important to your business. TruVu™ makes it simple for any company to systematically collect the essential facts about your business, then, turn it into business insights. Know what actions to take based on what's most important to your customers.

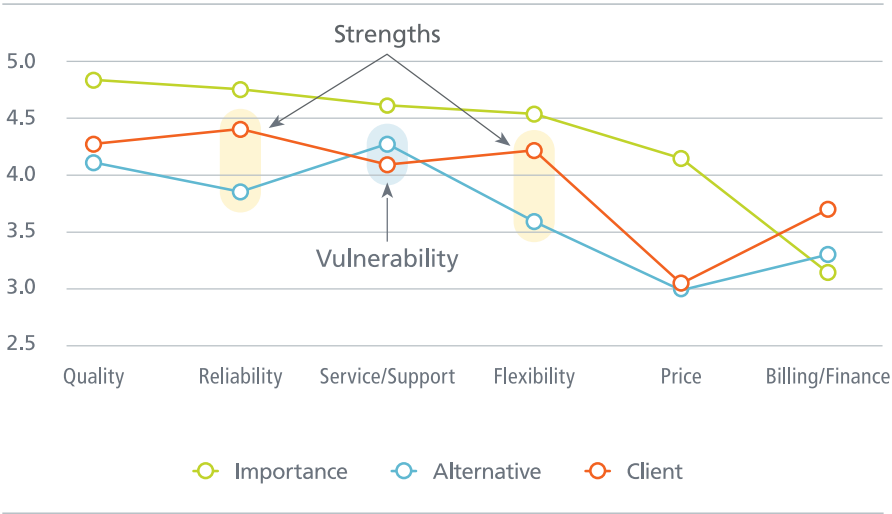
30,000 foot viewpoint  
— plus —  
ear-to-the-ground facts

Voice of customer  
— with —  
meaningful insights

Essential information  
— in —  
quickly digestible format

# CUT THROUGH THE LAYERS. GO TO THE SOURCE.

Uncover unique points of differentiation and what's most valuable to your customers by listening to your customers (and employees and channel partners). Identify emerging trends and business gaps, establish benchmarks and be proactive avoiding customer problems versus reacting to them.



Using TruVu™ as a VoC platform gives your key stakeholders the opportunity to tell you directly, anonymously and in as much detail as they want, what they think about you, your company and your competition.

# HOW DO YOU SCORE?

By combining the overall perception of your reputation with customers' willingness to recommend you, TruVu™ generates a **Net Champion Score**. This becomes a key trending metric and snapshot of your business's health.

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*The Net Champion Score provides a composite profile of how your business is perceived and the word of mouth it's generating in the marketplace.*

# HERE'S WHAT YOU GET



Overview presentation of key findings and recommendations



Net Champion Score



Strengths and vulnerabilities



Top takeaways



Valuable verbatims



TruVu™ at-a-glance infographic to socialize with your team

# THE FACTS FROM OUR CUSTOMERS

*“TruVu™ is an amazing tool, benchmarking what your internal and external customers perceive of you and your capabilities as a company. Its **unique format produces objective data that helps you align with strategic initiatives**. The process is educational, engaging and extremely rewarding.”*

John Bower, Vice President, PGC

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*“TruVu™ is valued research that we rely on to understand customer beliefs and perceptions of our brand. The results give us both strategic and concrete insight. **Much of the data is immediately actionable: we respond quickly and in very practical ways to what we hear. On a strategic level, we have found that repeating the study consistently over the past decade has provided us with ammunition to shift business strategy**—for instance, as a result of the study this year, we are taking on new quality initiatives, which we expect will drive future gains.”*

Ellie Walradth, Marketing Communications Director,  
Trimble Transportation Mobility

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*“The TruVu™ process gave us greater **insight on customer perceptions and what it’s really like to do business in our industry**. It’s given us important benchmarks to measure our progress as we strive for operational excellence.”*

Jennifer Spaude, Vice President, Corporate Communications,  
Consolidated Communications

# WHO WE ARE

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Introworks is a B2B branding and marketing communications agency with more than 25 years' experience successfully launching products, services, brands and businesses.

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truVU™

can be part of that process, or work as a standalone tool.  
Interested? **Let's talk.**

[www.intro.works](http://www.intro.works)  
[bfreytag@intro.works](mailto:bfreytag@intro.works)

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