



## ***TCMG Enterprise Community Solution***

### **Lower Costs. Higher Customer Satisfaction. Higher Profits.**

#### ***Lower Costs***

**You Want to Do More with Less.** You want to create a Web presence rapidly but minimize the maintenance costs. A TCMG Brand Community Solution lets you build your brand online with the most robust community technology available via an ASP model that reduces risk and cost.

#### ***Higher Customer Satisfaction***

**Give your customers what they want, when they want it.** Your customers want to tell you what they need. A TCMG Online Community allows you to open a dialogue directly with your customers. It provides a venue for customers to help other customers and share ideas. A TCMG community turns your customers into your most effective salespeople.

#### ***Higher Profits***

**Because your loyal customers are your most profitable customers.** Online community users visit your site more frequently and are more than twice as likely to buy. Through community participation, they become more tightly attached to your company, to your brand -- becoming your most loyal customers. And this means higher profits.

## Streamlining Communications with Enterprise Community

Talk City Marketing Group builds enterprise communities that enliven, strengthen, and streamline communications between businesses and their employees, customers, suppliers, developers, sales channels and other interested parties (such as, investors, analysts, and press). Your business can move more quickly and recognize numerous savings by conducting relationships with your key business communities online. The closer you bring these constituencies to the information and attention they need from you, the more you enlist their participation, and the smoother the flow that supports your model. Adding online market research to the mix allows you to inquire about and improve processes, products, information flow, support, and all other relevant aspects of the business relationship.

### Employees

Communities for the people who work in your business can improve the returns you see on their productivity. Specifically, increasing communication flow supports employee collaboration, communication, knowledge sharing, motivation, and morale.

### Customers

Customer satisfaction underpins the future of your business. With efficient support and information structures, your customers feel more confident, more likely to depend on you to support their objectives long-term. Furthermore, efficiencies gained in support/account management offered online can cut your costs considerably.

### Suppliers/channels

Suppliers, developers, dealers, and sales people need up-to-the-minute information about your business. One-to-many and peer communication structures keep all parties abreast of the latest, augmented as required with real-time presentation for fast answers.

### Investors, analysts, shareholders, press

Keeping all interested parties informed about your business is more efficiently accomplished when they can attend earnings conferences, shareholders' meetings, and press conferences on line. Whether public or private, such events allow people to find out what they need without the cost and time required by physical attendance.

### Research

Enterprise communities ensure an efficient platform for instant feedback on how your business performs from the perspective of key constituents who support it. Knowing what your employees and customers think of your business and products can be a critical factor in making necessary improvements and maintaining beneficial relationships.

Talk City Marketing Group's solutions for enterprise are designed on a platform comprising message boards, chat, real-time events technology, clubs, and market research, with a foundation of consultation services. Our vast experience in developing communities provides the business advantages of online community without large investment in staffing, technology, and learning curve.

## **Communities that Benefit**

Talk City Marketing Group's solutions for enterprise communities provide advantages across multiple categories. Business community dialogue brings you closer to the people who create, support, sell and purchase your products or services. Additionally, your commitment to priority communication solidifies business relationships and reduces costs commonly associated with support, training, travel, and distribution of information about your company and products.

### ***Employee Communities***

Cross-company high-level communication becomes much simpler when freed from the constraints of physical assembly. Company meetings and executive presentations are easy to stage regularly, even enhanced with audio/video streaming. Geographical distribution of employees also becomes less complicated and expensive when training is accomplished from the desktop. Travel expenses decline naturally, as people become accustomed to venues for meetings, clubs for project workgroups, resolution of issues and brainstorming sessions - all online. Perhaps most critically, morale of employees improves with encouragement of participation, discussion, feedback, and inquiry designed to contribute to the professional development of both individuals and the company. Even social interaction, such as hobby clubs, classifieds, professional organizations, charitable projects, and parenting groups, contribute greatly to the satisfaction employees have as connected members of the enterprise.

### ***Customer Support Communities***

Comprehensive customer support in a community setting encourages a brand loyalty network while supporting efficient business operation and controlling costs. Taking a proactive stance by anticipating and deflecting customer support needs is straightforward with online seminars and presentations. Fee-based training also supports reduced support demands, and fewer employees are required for one-to-many support (instead of one-to-one). Further decreasing staff needs, people support each other in a community setting.

On the Internet, customers are increasingly expecting immediate response with convenient interactive web-based technology. A well-integrated support community provides multiple low-cost vehicles for customers to take advantage of support potential, decreases frustration for one-phone-line customers, and develops strong loyalty via skilled users who contribute via peer support, becoming key repurchase influencers.

### ***Supplier, Developer and Sales Channel Communities***

Communication with those who help to create and sell your products strengthens your overall delivery process and bolsters the bottom line. Connections among your developers, for example, can reduce your requirements for internal staff to support them. Events allow you to interact with them en masse, helping them to learn about work in progress, available resources, and product positioning. By the same token, dealers and salespeople can share best practices that help everyone move the product forward and out to the customer. Well-designed communities address the needs of all such communities on a "need to know" basis that provides appropriate information and interaction thoroughly addressing their roles. Individual chats, clubs, and discussion boards provide simple vehicles for customizing according to product, locale, and business segment.

## TCMG Brand Community Overview

### TCMG Discussion Boards

On Discussion Boards, people can post and respond to messages about a topics that interest them. Discussion Boards are one of the reasons for AOL users' great loyalty and willingness to return. TCMG Discussion Boards encourage reasoned, in-depth communication and thoughtful participation in your community.

### TCMG Chat Rooms

Chat rooms are virtual rooms online where users' messages to one another are displayed in real time. About 11% of Internet users use chat, and it's always been the core application on AOL. TCMG Chat Rooms offer companies an innovative way to build a dynamic, loyal community on their Web sites. Custom-branded chat rooms encourage groups of users to meet, discuss issues, and spread enthusiasm for a brand or company.

### TCMG Live Online Events

Online Events are scheduled chats that let users interact with celebrities, experts, public figures, or company representatives. Experienced moderators screen audience questions and guide the presentation from the stage. TCMG Events allow companies to interact with their customers in real time to express new ideas and directions and hear customer concerns.

### TCMG Online Clubs

TCMG Clubs combine basic community-building tools into a convenient package that is easy to get up and running, yet leverages the TCMG's scalability and management expertise. With TCMG Clubs, affinity groups can create their own areas for meetings and discussions. TCMG Clubs include discussion boards, live chat rooms, club event calendars, email management, and more.

### TCMG Focus Connect™

Focus Connect is a virtual focus group service that combines the highest standards of traditional market research methodology with the unique benefits of the Internet for highly cost-effective, rapid turn-around market research. Focus Connect leverages leading-edge Web technology, including advanced messaging and split-screen displays for subject content and dialogue, to provide a convenient, yet powerful research tool for online community clients.

### TCMG Quest Connect™

Quest Connect is an online survey package that brings together traditional qualitative research methods and the reach and immediacy of the Internet. Quest Connect handles complex questionnaire logic, allows unlimited geographic reach, and offers instant access to continuously updated online reports. Quest Connect enables you to very rapidly and cost effectively leverage your online community to do visitor profiling studies, purchase intent research, or brand image evaluations.

### TCMG Hosting and Moderation

TCMG Brand Communities benefit from TCMG's robust community infrastructure and talented team of over 1200 moderators, renown for their ability to maintain a clean and well-lighted environment. This means you don't have to hire and train people to facilitate community dialogue and monitor and filter out abuse.

### Consulting Services

TCMG is committed to your success. Creating and operating a successful online community requires careful planning and thoughtful integration into your overall Web strategy. With Consulting Services from the industry leader in outsourced community, you benefit from our experience setting up hundreds of successful brand communities around the world.

