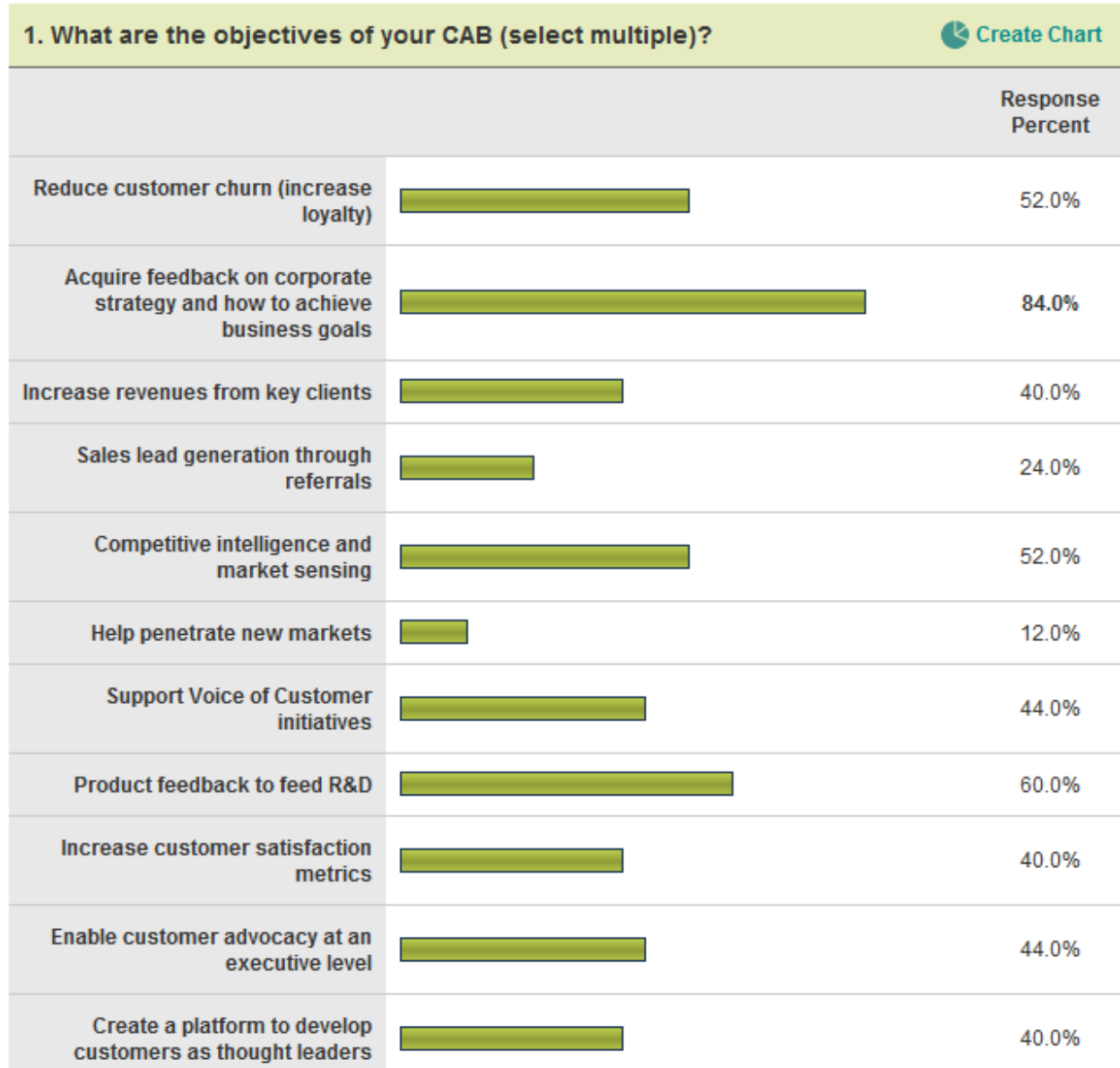







Customer Advisory Board 2010 Survey Results







In the summer of 2010 CustomerAdvisoryBoard.org and Ignite Advisory Group conducted a survey of 50 (fifty) Customer Advisory Board (CAB) practitioners worldwide. The goal of the survey was to identify common best practices and emerging trends in the use of CABs. The survey consisted of 10 questions, mainly multiple-choice with some free text answers, here are the results...



2. Which Department/Function has responsibility for managing your CAB? [Create Chart](#)







		Response Percent
Marketing		48.0%
Sales		24.0%
R&D		4.0%
Product		16.0%
Customer Support		8.0%
Professional Services		0.0%

3. Which Department/Function(s) receive the outputs form your CAB activity? [Create Chart](#)

		Response Percent
Marketing		32.0%
Sales		12.0%
R&D		8.0%
Product		32.0%
Customer Support		12.0%
Professional Services		4.0%





4. How many members attend your average CAB meeting?

[Create Chart](#)

		Response Percent
1-5		12.0%
5-10		24.0%
10-15		40.0%
15-20		8.0%
20-25		8.0%
25+		8.0%








5. How frequently does the CAB meet in person?

[Create Chart](#)

		Response Percent
Monthly		0.0%
Quarterly		12.0%
Bi-Annually		44.0%
Annually		40.0%
Never - use conference calls		4.0%
Never - use conference calls and webmeetings		0.0%

6. What 3 things do members most value from your CAB:

[Create Chart](#)

		Response Percent
Peer social networking		64.0%
A voice in strategic direction of company		72.0%
Feedback on their ideas		48.0%
Guest speakers		8.0%
Case studies		20.0%
Privilege of being selected		28.0%
Access to senior leadership		64.0%



7. What metrics do you use to measure your CAB's success?

Answers included the following:

- Net Promoter Score
- Post meeting satisfaction surveys
- Anecdotes
- Customer Satisfaction
- Changes implemented
- Referrals
- Ideas Generated
- Impact of ideas
- Top customer revenue gain
- Customer churn rate
- Customer loyalty
- Attendance & participation rates
- Increased Penetration
- Wallet share




8. Is your annual CAB budget:

[Create Chart](#)

		Response Percent
Increasing		44.0%
Decreasing		0.0%
Staying the same		56.0%











9. How engaged are your CAB members?

[Create Chart](#)

		Response Percent
Highly passionate		16.0%
Somewhat passionate		60.0%
Somewhat engaged		24.0%
Not very engaged		0.0%

10. What would you like to improve about your CAB?

[Create Chart](#)

		Response Percent
Meeting attendance		40.0%
Budget and cost to run		4.0%
Quality of participant interactions		56.0%
Value of information gathered		52.0%
Metrics to demonstrate ROI		60.0%
Time taken to manage		28.0%
Management buy-in		8.0%
Organization buy-in		4.0%
Finding new participants		24.0%
Retiring existing participants		12.0%

If you participated in the survey, thank you very much, we hope you've gained valuable insights from these results...