

Fact Sheet: Customer Survey

- We base many of our profiling instruments, including our Customer Survey, on the leading International Baldrige Criteria for performance excellence, an internationally recognised framework that reflects a balanced scorecard approach to organisational effectiveness.
- Our customer survey is ideal for use as part of an annual planning process. It provides a ready-made action plan for aligning your business strategies with service issues and helping your people focus on improving customer outcomes.
- Our customer survey forms the basis of the telephone interview with your most important customers. This interview is designed to test customer satisfaction and priorities across a range of areas, including: pricing; quality; range; service; personnel; future needs and growth opportunities. It also identifies strengths and opportunities.
- Our interviewers are experienced in the field of seeking customer / client feedback, and will ask probing questions to clarify or explore participant responses.
- We put together an easy to read summary report which would include all of the ratings and comments we receive. We analyse this report, draw out the key themes for each of the customer groups and identify a set of actions to improve current levels of satisfaction.

AC3 | ALDI | ASIC | Associated Planners Group Limited | Aus Brokers Insurance | Australand | Australia Post | Australian Wool Exchange | Blue Star Print Group | Boral | Brilliant Lighting (Australia) Pty Ltd | Canada Bay City Council | Canberra Airport | City of Ryde | Clearwater Filter Systems (Aust) Pty Ltd | Coffey Geo-Sciences | Colorado Group | Coral Homes | Corporate Express | Craftsman Press | Credit Union Australia | CSR Monier Wunderlich | Dairy Technical Services Ltd | Department of Primary Industries (VIC) | Diana Ferrari | Direct Focus Consulting | Drake Food Markets | Ella Bache | Federal | **Many organisations use the Customer Survey, in combination with the Employee Opinion Survey, as part of their annual business planning process.** | Federal | Hooker Cockram Projects Limited | Hudson Taylor Pty Ltd | Ingeus | Maggie Beer Products | Matrix Pty Ltd | Meat & Livestock Australia | Metcash | Nestlé | Newcastle | **If you would like more information on these services, please speak with one of our consultants.** | Newcastle | Emergency Services | Queensland Teachers' Credit Union | Racing and Wagering WA | Red Australia Equipment | Remunerator (Aust) Pty Ltd | Roland DG | Rosehill Concrete Plant (CSR) | Ryde City Council | Sanbrook Holdings Pty Ltd | Signature Security Group | Sims Lockwood | St Hilliers | Stockland | The Text Media Group | Total Construction Pty Ltd | Townsville City Council | Triple M | Valuer General Victoria | Vision Systems Limited | Wagga Wagga City Council | Whitehorse City Council | Wollondilly City Council | WSN

How our questionnaire works

Question Types

Our questionnaire uses a variety of question types to seek client feedback and understand their issues.

Open Ended Questions

We ask a number of open ended questions, like:

1. *In your experience, what are the strengths of This Organisation?*
8. *How can This Organisation improve market share?*
10. *Thinking several years ahead, what do you think This Organisation should be concentrating on now in order to meet YOUR future business needs?*

These questions give us an opportunity to have a discussion with your clients, and mean that we can ask probing questions should any important issues be raised.

We also ask questions using a variety of scales, including:

Numerical

1 How do you rate this organisation's performance on a scale of 1 to 10? <i>(Respondents are also prompted for more information if they give a score of 6 or below)</i>	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
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Subjective Rating

1 How do you rate this organisation on service? <i>(Respondents are also prompted for more information if they give a score of 6 or below)</i>	Excellent Good Average Poor
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Comparative Rating

1 How does this organisation compare to its competitors? Would you say they are: <i>(Respondents are prompted for more information if they say "worse")</i>	Better Same Worse
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Using these rating scales allows us to benchmark you against other organisations or your own previous results. They also create a discussion point for further probing questions to ensure we get to the bottom of the issue.

Customisation

We are happy to work with you to customise a survey to meet your specific needs. Our approach is to work with you to understand your issues and then design a set of questions that will test your customers' satisfaction across all relevant areas.

Survey Length

We do recommend that you limit the total number of questions to 20 or less. A questionnaire of this size will take less than 10 minutes to complete by telephone interview. We are always happy to undertake longer surveys should they be required.

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Preparing to run a Customer Survey

Step 1: Decide on your customer group

We recommend that you nominate customers who have a significant relationship with your business: they are often happy to take the time to give you feedback to help you improve your service to them! You may nominate long standing or very new customers. You may also want to consider nominating customers who have the potential to grow with you to ensure you get a balanced mix.

Step 2 Finalise your questionnaire

We have a standard questionnaire that we use as a starting point. Once you have nominated your customer group, you can then think about the issues that you need feedback on. We can then modify our questionnaire or create a new questionnaire to capture relevant feedback.

Step 3 Notify your customers that we'll be calling

We ask that you notify your customers, by phone or letter, of your intention to undertake a Customer Survey. We have a standard letter that you can use for this purpose. The letter advises your customers of our company name, the interviewer's name and the date range in which we will be calling, as well as asking your customers to start thinking about their current issues.

Step 4 Provide us with your customers' details

Once you have notified your clients, please provide us with the final list. This list should have Company Name, Contact Name, direct phone number and mobile number where possible. We ask that you confirm all details on the list prior to providing them to us.

We will keep you updated on our progress throughout the interview process.

How our Customer Survey Report works

At Peter Berry Consultancy Pty Ltd, our focus has always been on identifying your key issues and coming up with practical solutions for the way forward. Our Customer Survey Report is simple and easy to understand, and will help you quickly identify the issues.

The report displays participant responses and feedback in question order. We will also display your data by your chosen Demographics (eg. NSW/QLD/VIC/WA Customers, or New Customers/Old Customers). The format of the participant response will depend on the question type.

Open ended question

What are the strengths of Company?

Group 5 NSW : The overall quality of service is good. They have a good reputation.

We will also identify themes from written comments and include them in the report.

Numerical Rating

How do you rate Company on Service?

	#	N/A										
Group 1	10	0	1.0	2.0	3.0	4.0	5.0	6.1	7.0	8.0	9.0	10.0
Group 2	8	0	1.0	2.0	3.0	4.0	5.0	6.0	7.1	8.0	9.0	10.0
Total	18	0	1.0	2.0	3.0	4.0	5.0	6.7	7.0	8.0	9.0	10.0

Subjective Rating

How do you rate this organisation on Service?

	#	N/A	Excellent		Good		Average		Poor	
			#	%	#	%	#	%	#	%
Group 1	10	0	7	70%	2	20%	1	10%	0	0%
Group 2	8	0	2	25%	4	50%	2	25%	0	0%
Total	18	0	9	50%	6	33%	3	17%	0	0%

Comparative Rating

How do Company compare to their competitors?

	#	N/A	Better		Same		Worse	
			#	%	#	%	#	%
Group 1	10	0	9	90%	1	10%	0	0%
Group 2	8	0	7	88%	1	13%	0	0%
Total	18	0	16	89%	2	11%	0	0%

Summary Page

Our Customer Survey Report includes a summary page at the back of the report, and this page lists your “Strengths” and “Opportunities to Improve”. This page is a simple summary of all of the information contained within your report and is an invaluable guide to action planning.