

CUSTOMER SURVEY



What it is
 A wide-ranging, in-depth survey that measures your customers' satisfaction levels. It provides a ready-made action plan for aligning your business strategies with service issues and helping your people focus on improving customer outcomes.

WHAT IT DOES

- Asks questions in plain English – mostly via telephone interviews so we can achieve a high participation rate, have broad-ranging conversations and extract high-quality feedback
- Rates customer perceptions on price, quality, timeliness, availability, service and relationships
- Identifies opportunities for improvement
- Targets key issues and provides solutions
- Reveals your customers' priorities

Alternatively, retail clients can use our in-store interviews and 'mystery shopper' services.

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WHAT YOU GET

A profiling instrument that:

- measures and benchmarks customer satisfaction scores
- targets key issues and delivers robust feedback
- provides insights into your organisation's service culture
- clearly reveals themes and trends

A user-friendly final report in plain English, that:

- identifies key concerns
- presents all customer comments
- summarises your strengths and opportunities
- makes specific recommendations so action planning can start immediately

HOW YOU CAN USE THE RESULTS

- As a key component of your customer service and relationship management strategy
- As a key input into your annual **business planning** cycle
- As part of an annual health check for your organisation
- As a key performance indicator on customers
- As feedback to employees to strengthen your customer service and performance
- As part of a program of **cultural change**