

# Customer (Stakeholder) Survey

The Customer (Stakeholder) Survey 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

## 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 a 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