

ExcellenceMetrics

Customer Satisfaction & Loyalty

What's in it for you?

- > Meet customers' quality standards expectations
- > Find out how you are perceived as against the competition
- > Make the customer your ambassador
- > Grow your market share and profitability by customer retention and improved acquisition rate

Data Integration

- > link to customer relevant touch points – measure what counts for customers and direct the business towards customer needs
- > link to client's processes – allow for accountability and delegation of responsibility
- > link to client's desired results, not only customer satisfaction or customer loyalty – interpret the study results from the business objectives perspective

What the survey covers

- > management interviews
- > employee interviews
- > customer interviews
- > design of the customer experience measurement system
- > quantitative data collection
- > linkage with internal client data
- > reporting on service levels and action priorities on units / departments, internal and external benchmarking
- > advice on applied marketing programs targeted at survey driven segments from the existing client pool or from prospects

Keep your customers happy and returning!

