



## Customer Satisfaction Program

Why do customers choose your brand? Answering this question can provide a huge benefit to your satisfaction program, because it unlocks the secret of customer loyalty and customer retention. We have various ways of measuring loyalty that will help your company focus on the activities that build not just satisfaction but also retention and market share.

Make our Customer Satisfaction Program the data backbone of your product and service improvement efforts. You'll be able to answer the "why choose" question and a lot more.

We focus on delivering value to our clients. We have made our Customer Satisfaction Program accurate, easy to use, scalable and cost effective. With our Customer Satisfaction Program you can:

- Focus marketing and quality efforts on the drivers of customer loyalty
- View optional advanced, online interactive reports or use our customized reports
- Improve quality by identifying customer perceived problems
- Profile loyal and disloyal customers
- Identify communications messages that appeal to preferred prospective customers
- Discover how customers view your product and why they choose your product
- Reward business unit managers based on statistically meaningful customer satisfaction

See a customer satisfaction survey reporting demo at our website ([click here](#)).

### Accurate

We capture the right information. Before rolling out a new questionnaire we can carry out qualitative research to assure we have identified the issues, concerns and product attributes that are important to customers. These findings are incorporated in the ongoing survey program.

We train our in-house interviewers in product knowledge and questionnaire interpretation. We also review work as it is being done, assuring accuracy.

Our samples are designed to provide useful statistical significance. And we analyze results, clearly showing the degree of sampling precision. We also derive importance weightings using statistical procedures, so you can set product improvement priorities most effectively.

Overall, we manage our Customer Satisfaction Program as a quality process to achieve uniformly reliable outcomes.

## Easy to Use

Our Customer Satisfaction Program is easy to try and easy to use. We will do a customer satisfaction project that provides a good basis for your decision about using Survey Value Inc. long term. You can try our advanced reporting, online project management and other features detailed below. You'll see we provide outstanding customer service.

When it comes to an ongoing Customer Satisfaction Program, we have the works. We have designed our program to be easy to use, so your managers become comfortable with the information and more ready to use it in their decisions. That's what adds value. Here are some of our easy of use features:

- Optional secure online interactive reporting if you wish to do it yourself. Drill downs and charts 24/7 for your authorized users. Or use our customized reports in the format you require.
- Online project management so team members know status of research jobs at any time
- Training in interpretation of research findings and use of the data
- Outstanding customer service so any question you have is addressed immediately

Use this service as an ongoing Decision Support System. It generates trends and key driver information showing which improvements are most worthwhile. Secure online data access is extremely flexible. Do it yourself online or use our customized electronic reports that provide ongoing tracking in the format you require.

## Scalable

Our Customer Satisfaction Program is also flexible and scalable. Install it in one business unit or product line and then migrate it across your company. Core reports and key metrics are designed to apply to various products and services so products and business units can be compared. With each installation we provide training that gets your managers up to speed on this easy to use system. We also can provide a corporate dashboard that monitors satisfaction from several of our satisfaction programs at once.

## Cost Effective

We continually seek ways to reduce costs and improve quality - the highest quality doesn't have to be extremely expensive. There have been some big changes in the research business in the last few years. We are incorporating these improvements into our business and passing the savings on to our clients.

## Additional Services Available

We can connect our Customer Satisfaction Program to an overall customer information system. In addition to customer satisfaction we provide [customer service surveys](#), detailed loyalty surveys, quality monitoring, brand tracking, new product requirements surveys and sales channel surveys of dealers or distributors. See [services](#) page.

Call us at (952) 593-1942 or [e-mail](#) an inquiry, to learn more about our customer service survey capabilities or use our [website form](#) to request a free, no obligation quote.

Also see our Overview of [Customer Satisfaction and Loyalty](#), with links to websites and books.