

Useful Customer Satisfaction Surveys

Our satisfaction surveys are specifically geared to development of product, service and brand strategies. Clear tables, charts and maps highlight strategy options. Our satisfaction studies normally include:

- Drivers of satisfaction and loyalty
- Strategy matrix of satisfaction and importance
- Satisfaction and loyalty indexes
- Online interactive reports that your authorized users can filter and chart
- Power Point with charts, tables, key findings and recommendations
- Analyses of statistical precision and significance
- Trend charts (tracking studies only)

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

Focusing on strategy makes our findings useful for business decisions in many areas including marketing, product development and quality. Our studies provide direct input for decisions such as:

- **Marketing:** Which product strengths are good candidates for advertising messages?
- **Product Development:** Which product improvements do customers want most?
- **Quality:** Which product aspects are seen by customers as under-performing?

Use our customer satisfaction surveys on a one-time project basis or as the foundation for an ongoing program. Install in one business unit or apply to your entire company. Regardless of the approach, our customer satisfaction surveys provide practical benefits.

Request a free, no obligation quote using our website form ([click here](#)). Or telephone us at (952) 593-1938 or [e-mail](#) an inquiry to learn more about our customer satisfaction survey capabilities. View this document online ([click here](#)).