

SERVICES SUMMARY

ACTIONABLE CUSTOMER INPUT FOR PRODUCT, SERVICE AND BRANDING DECISIONS

We are a full service market research company developing and carrying out high quality, cost effective customer surveys that improve products, services and brands.

- Type – one time or ongoing, qualitative studies and quantitative surveys:
 - Baseline or stand alone surveys: monitor customers' current attitudes and behavior
 - Tracking surveys: monitor ongoing trends in customer attitudes and behavior
- Topics – customer dimensions we measure:
 - Customer satisfaction and loyalty attitudes and behavior
 - Drivers – what is important to customers
 - Customer service performance perceptions
 - Quality perceptions
 - Brand perceptions
 - Customers' purchase process and product use situations
- Applications - drive these programs and initiatives with our surveys:
 - Customer satisfaction measurement (CSM)
 - Brand image, brand tracking
 - Customer service performance
 - Customer loyalty programs
 - Customer Value Analysis (CVA)
 - Customer Relationship Management (CRM) metrics
 - ISO (Q9001-2000) customer satisfaction surveys
 - New product or house of quality surveys (see Tele-focus Studies below)
- Tele-focus Studies - replace traditional focus groups studies and save up to 50% of costs. Structured phone interviews are applicable for geographically dispersed studies, low incidence respondents and when you need faster turnaround. Very effective for QFD and new products.
- For an interactive demo of our satisfaction survey reports see our website, ([click here](#)).

DETAILS

Survey Value Inc. carries out survey field work by e-mail, regular mail, the Internet, and by telephone using our in-house call center. Survey Value Inc. is the market research business unit of Mill City Marketing. Incorporated in 1997, Mill City Marketing is a full service customer focus consulting company serving clients in consumer and business to business markets.

CONTACT

For information or a free quote contact: e-mail us ([click here](#)) or phone (952) 593-1938.