



# CUSTOMER SATISFACTION SURVEYS

## POWERFUL CUSTOMER INTELLIGENCE THROUGH CUSTOMER SATISFACTION SURVEYS



### YOU HAVE 3 WAYS TO GROW YOUR BUSINESS:

1. Grow the count of customers that come to your stores
2. Grow the frequency that they come back
3. Grow the amount they spend

### WHAT'S THE FASTEST WAY TO DRIVE THAT GROWTH? BY DELIGHTING YOUR CUSTOMERS.

Did you know that delighted customers – those that give you a 5 out of 5 on a satisfaction rating are 3X more likely to recommend you to others than those that are merely 'happy' customers giving you a 4 out of 5. They buy more, and they come back more frequently.

In fact, just a 5 percent improvement in customer retention rates can boost profits as much as 50%.

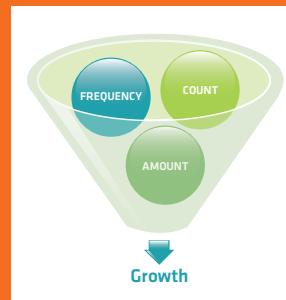
But the opposite is also true. It is estimated that unhappy customers will tell 8 to 10 people about their negative experience with your company. 1 in 5 will tell 20 people.

### SEE YOUR STORES THROUGH YOUR CUSTOMERS' EYES

What's the best way to drive that delight and find out what matters most to customers? Ask them.

Customer Satisfaction Surveys inquire about the complete customer relationship – from product or service selection, price and availability, all the way through to customer service and support. Surveys can also be used to inquire about a particular type of transaction or touch point, so you can measure exactly how you're doing with respect to a specific kind of issue.

### WAYS TO GROW YOUR BUSINESS:



#### Key Features Include:

- Multi-language platform
- Multiple question types and survey branching logic
- Unique validation codes to validate incentives offered in exchange for survey feedback
- Real-time notification to designated levels of management via email
- Industry leading response rates
- Industry leading survey completion rates
- Online reporting and dashboards with 24/7 access
- Schedule reports to be delivered to via email

One large franchise restaurant chain implemented a comprehensive Customer Intelligence programme and has driven between 1 - 3% same store sales lift by having the information instantly at hand to quickly identify opportunities and take action to improve the customer experience.

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### SO YOU CAN ACT FASTER WITH CONFIDENCE

Market Force offers a comprehensive Customer Satisfaction Survey programme that can gather real time feedback from your customers in whatever way they want to respond: online, telephone, mobile smartphone or interactive voice response (IVR) surveys.

And it's coupled with analytics that quickly pinpoint areas of opportunity so you can:

- Discover what your customers think about you and the competition
- Determine what drives customer loyalty
- Use customer feedback to reward high-performing employees
- Provide actionable ways to improve performance
- Benchmark against your competitors
- Spot emerging trends in time to act
- Follow up with customers and quickly resolve any issues
- Gather multi-language feedback through our survey and reporting platform

Customer surveys clearly identify the factors that drive customer loyalty for your organisation and present them in simple, real-time reports that speak directly to your front-line Managers.

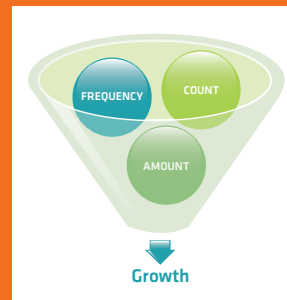
### DELIGHT YOUR CUSTOMERS TO GROW THE BOTTOM LINE

Research proves again and again that delighting customers improves bottom line results by driving repeat business and customer referrals. Customer surveys are a powerful tool to gather Customer Intelligence to understand what your customers are experiencing. Couple that perspective with an objective measurement of what stores do with other Market Force services: Mystery Shopping, Competitive Auditing, Merchandising Services, and you will have what it takes to drive growth in same store sales.

### RECEIVE A BEST PRACTICES GUIDE:

When you sign up for Customer Satisfaction Surveys you will receive a Market Force Best Practices Guide that contains helpful tips to get you started.

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