

Customer Satisfaction Survey

In tough times, holding on to customers is a priority. To maintain sales – and even achieve profit and growth – the new Insync Surveys Customer Satisfaction Survey will give your business direction.

If a key account is satisfied it doesn't mean they'll spend more or provide referrals. Our tool helps separate existing Business-to-Business (B2B) customers who are merely satisfied from those who represent profit and growth. It measures loyalty by looking at emotional engagement and future behaviour. This reveals who's going to buy more and recruit new business for you. The tool can also be used for organisations with existing high-value consumer clients.

We've kept the survey concise as your customers' time is precious. The survey gathers quantitative customer feedback on 33 core statements and takes less than 15 minutes to complete.

The standard survey also includes two qualitative questions and two demographic groups.

“ We learnt that one of the best ways to find out what customers really think is to take the time to ask. While sometimes you think you know what their perceptions are, the reality can be quite different. ”

Mrs Ronda Jacobs
Managing Director
Catalent Pharma Solutions

About the survey

The Customer Satisfaction Survey provides a complete picture of your customers' journey. Based on leading academic research*, our tool's framework shows how customers have experienced your services/products and developed an overall judgment. This leads to customers developing a personal relationship with you as the supplier and becoming emotionally engaged. This impacts their future buying behaviour.

The Insync Surveys Customer Satisfaction Survey is very affordable for B2B organisations. We also offer fast delivery allowing you to make smart decisions to improve key account relationships within as little as six weeks.

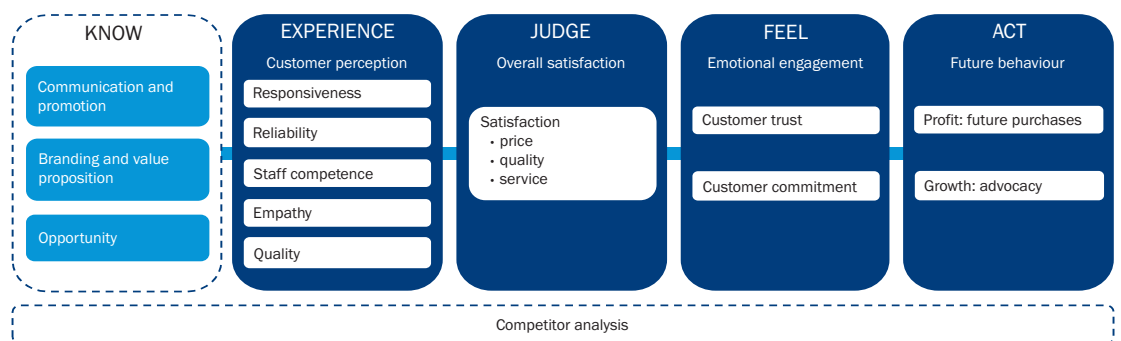
What you can expect

Your report will present a road map for sales and marketing initiatives and investments. Traffic light colours are used to summarise your results. Colours are displayed in our framework diagram for a simple snapshot view. Areas shaded green are doing well, those coloured beige are okay and red represents areas for improvement. This helps you prioritise high level opportunities and issues.

The tool helps to resolve uncertainty about:

- customers' level of engagement
- what customers perceive to be your strengths and weaknesses
- account management effectiveness
- whether your customers are satisfied, loyal, and advocates

Our framework



* full academic list available on request



- where customers think you need to improve
- your customers' intentions to spend more

For a wider view, any four additional modules can be purchased, covering: “communication and promotion”, “branding and value proposition”, “opportunity” and “competitors”.

This tool can be used to meet requirements of the ISO 9000 certification process.

Features

The standard Insync Surveys Customer Satisfaction Survey offers:

- an online survey
- a client relationship manager who gathers an understanding of your needs and ensures they're met
- a professionally qualified and experienced research project manager to deliver your project
- guidance through the construction of your survey and selection of demographic groups
- support during the survey phase to maximise response rates
- analysis of your data
- a detailed data report
- a presentation of the overall findings
- word-of-mouth measurement by using Reichheld's Net Promoter^[1] research methodology

Optional extras available:

- additional modules
- face-to-face/telephone interviews or paper surveys
- executive summary highlighting key findings
- custom analysis and reporting
- additional presentations based on different demographics
- additional qualitative questions
- support developing a staff communications strategy about the survey

About Insync Surveys

With offices in Melbourne and Sydney, we specialise in employee, customer, board and other stakeholder surveys backed by consulting. Our registered psychologists and research experts help organisations become more effective.

We co-founded the Dream Employers Survey and have worked with some of the largest organisations in Asia Pacific, including: Cathay Pacific, Toll, Medibank Private, WorleyParsons, Fairfax Digital, Mission Australia, the Australian Curriculum, Assessment and Reporting Authority, state government departments, many local councils and most university libraries. This broad experience allows us to benchmark your results.

Visit: www.insyncsurveys.com.au

Contact us: info@insyncsurveys.com.au

^[1] Net Promoter is a registered trademark of Satmetrix Systems, Inc., Bain & Company and Fred Reichheld

“ The team at Insync Surveys is easy to work with and extremely focused on completing the project quickly and with minimum fuss. They work hard to deliver insights which make a difference to my clients, and to my business. ”

Mr Anthony Starkins
Founder and Director
First Samuel

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