

Customer Satisfaction

How satisfied are your customers?

What are your customers' satisfaction levels with your products and services compared to your competitors? An insight into customer opinion can help to identify key commitment factors, strengthen your customer relationships and increase repeat purchasing behaviour. Reed Business Insight offers specialist, objective and cost-effective **Customer Satisfaction** research.

We can help you better understand:

- Customers opinions of your services
- What customers expect from you versus their experiences
- Customer loyalty and likelihood to recommend or re-purchase

With a strong understanding of customer satisfaction you can:

- Develop your services to better meet your customers' needs
- Segment customers according to their opinions/behaviour
- Identify and address any gaps in performance

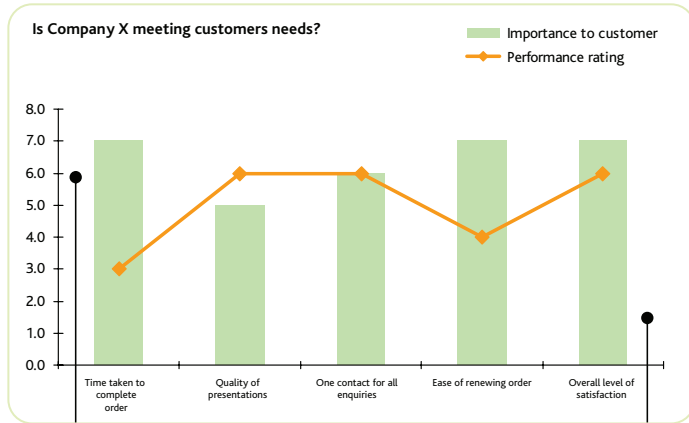


Example question areas:

How do you rate your LEVEL OF SATISFACTION?
What NEW SERVICES do you wish this company could provide?
What IMPROVEMENTS could be made to their products/services?
How does this company perform compared to COMPETITORS?
What can this company do to ensure you REMAIN A CUSTOMER?
How likely are you to RECOMMEND this company to a colleague?
How likely are you to PURCHASE from this company again?

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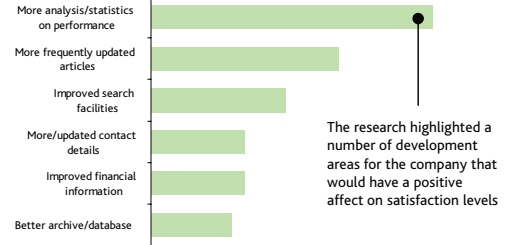
What Customer Satisfaction results look like:



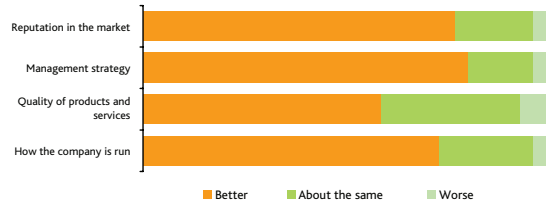
This company needs to speed up their ordering process

If improvements are made, this company should see an increase in overall customer satisfaction and thus more likely to remain a customer

What ONE thing could the company do to ensure you will purchase this service again?



Employees' Rating of Company X versus Competitors



Customer Segmentation

By analysing customers into 'Promoters' and 'Detractors' it is possible to segment your audience and identify the proportion of your customers who are loyal advocates actively recommending your products to others

