



improvia

Customer Satisfaction Monitoring Information Pack

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Customer Satisfaction Monitoring

- We provide a customer **satisfaction monitoring** service.
- With you, we will construct a survey questionnaire that will identify your customer's concerns and suggestions.
- We will call customers on your behalf and ask them about their experiences of dealing with your business.
- We provide you with a **summary report**.
- We repeat the process at regular intervals to **identify changes** and track trends.
- You can **target improvements** to key areas and measure progress using the survey.



Customers Like Being Asked

- Customers often tell us they like being asked what they think it ***makes them feel valued.***
- Often customers won't tell you they are unhappy or think something could be improved, they just don't come back.
- Fortunately, they are often happy to tell us when they are asked the right questions.
- We often identify specific customer issues that our client can then ***take action*** to correct ***before losing the customer.***



The Benefits of Satisfaction Monitoring

- **Identify customer problems early** so you can address them before you lose the customer.
- Allow you to **monitor service levels** and set improvement targets.
- Find out what is important to customers so you can use this to **increase repurchasing** and extend customer life.
- Seek **new business referrals** from existing customers (if required).
- Generate information that you can **use for PR** and to **promote your business** to new clients.



Customer Satisfaction Monitoring can:

- Help you ***keep customers longer***.
- Help you ***find new customers***.
- In some cases it can pay for itself or even ***make a profit***.

Contact us on: 01892 783383 or
email: info@improvia.co.uk

Visit our website at: www.improvia.co.uk

