

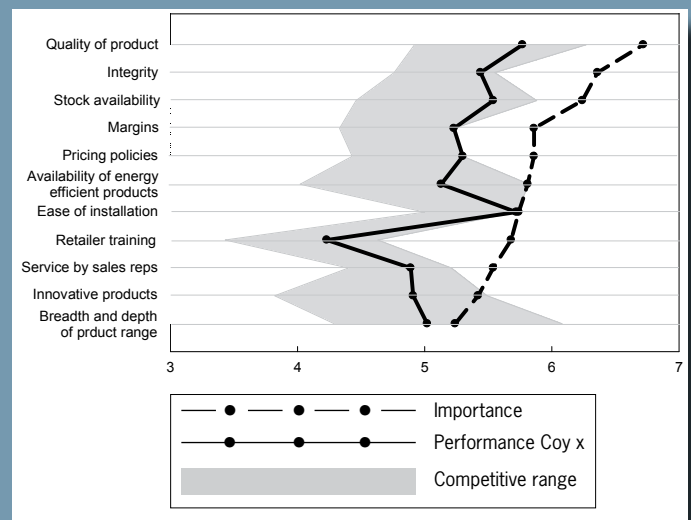
THE IMPORTANCE OF CUSTOMER & CLIENT SATISFACTION SURVEYS

Many companies and organisations do not undertake independent reviews of their client and customer satisfaction levels, particularly on a regular basis.

We can meet with you for a no obligation discussion as to whether such market research could add real value to your business decisions.

To understand where you are perceived to be performing well and not so well is critical to customer retention and expansion. Our objective is to identify any gaps which may exist between the importance of service to a client and the quality of service being delivered.

BIS Shrapnel's experienced market research team can offer you a one-off or regular customer or client satisfaction surveys. We are skilled in this area and can offer a value-added service for a highly competitive budget.



USUAL STEPS

- > meet with you to understand the key issues you wish to research
- > formalise proposal or quote
- > design a topic guide with you, usually semi structured interviews
- > report qualitative and quantitative findings
- > gap analysis of your performance, competitor performance and what is most important to your client base on a set of product/service attributes (see example of presentation pictured)

- > verbatim commentary
- > strategic recommendations

We can vary our focus and these steps according to individual needs but this is our indicative approach.

The interviews themselves serve as a great marketing/public relations tool as your customers become aware that their feedback is integral to your performance review and business planning process.

BIS Shrapnel has established an unrivalled reputation for its independent market research, analysis and forecasting. We have been established for over 45 years and are a wholly-owned Australian company.

Customised research projects can also be undertaken in most areas to help you make the best business decisions.

Please contact us if you would like to discuss our range of market research services.