

Benefit from your client's feedback

Customer Surveys

The current economic climate is driving many businesses not only to cut costs but to revise overall business plans, intensify competitor monitoring, and last, but not least, pay particular attention to retaining existing customers.

Better quality products and services as a result of understanding your customer's perception of performance could help to retain them in the current difficult times and could win more business from them. We believe strongly that enhancing customer relationships is one of the key aspects of succeeding in business. Customer surveys may be one of the best ways of finding out whether your revenue sources regard you and your performance as worthy of their business.



What are the benefits of asking your customers what their experience is?

- **Inspiration for improving products/services.** Constructive feedback encourages your business to improve internal and external processes in order to make your products/services more attractive.
- **Developing staff.** Evaluating sales and other company representatives helps you to better judge their performance and to improve it if needed.
- **New targets for customer segments.** Survey results often produce evidence for setting new targets for existing and prospective customers.
- **Loyal customers.** What do your existing customers expect? Do you meet or exceed those expectations? In which areas does your care fall short? The results may point to changes that could excite your customers.
- **Marketing tool.** Customer surveys often serve as a useful marketing tool. Who would not want to share the positive results and who does not like to have their opinion sought?

However, poor customer surveys can do more harm than good! Surveys that ask banal and irrelevant questions can end up 'in the bin' or can give the impression of being interested in a pleasing result for the surveyor rather than an attempt to understand customer needs and perceptions.

Alpha's experienced team of consultants and analysts provide a first class service from questionnaire design to feed back of results, whether the survey is carried out electronically, by phone or in person.

The process of conducting a customer survey often includes the following steps:

- Setting goals for the Survey
- Assisting with selecting the sample of clients
- Taking account of issues of 'confidentiality'
- Agreeing main topics and drafting the questionnaire
- Informing customers about the Survey in advance
- Planning the process for carrying out the Survey
- Carrying out the data collection
- Processing the data into a comprehensive analysis
- Preparing a summary of results and implications
- Presenting to company executives, with recommendations where needed

Scope, detail, and form of the survey depend on the nature of the project, i.e. whether it is part of a more extensive strategy revision or a 'simple' output for annual customer monitoring. In all cases, an initial discussion with Alpha costs nothing and can give you a valuable insight into the benefits for your business.

Carrying out a well thought through and well implemented Customer Survey can be the most effective marketing and sales process available in today's constrained environment.

Should you need any advice on conducting a customer survey or require assistance with identifying opportunities in the market, please contact

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