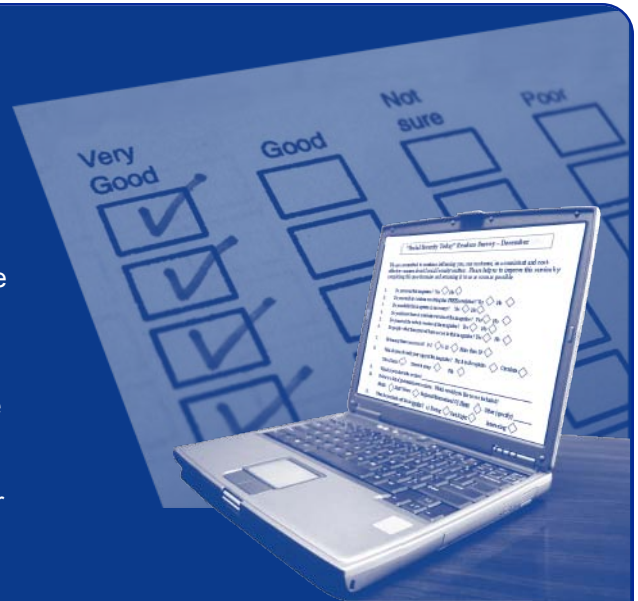


# ■ Satisfaction Surveys

Satisfaction surveys give your customers a chance to let you know what they think about your products, your service and your brand. Surveys can be solo efforts or integrated into other CRM communications.

You can fine-tune your products and services based on the information gathered from customer satisfaction surveys. Your response, measured by what new products are introduced and changes made to areas of concern, let your customers know you care. In doing so, you continue build your brand and reinforce customer relationships.



Customer retention and brand loyalty.

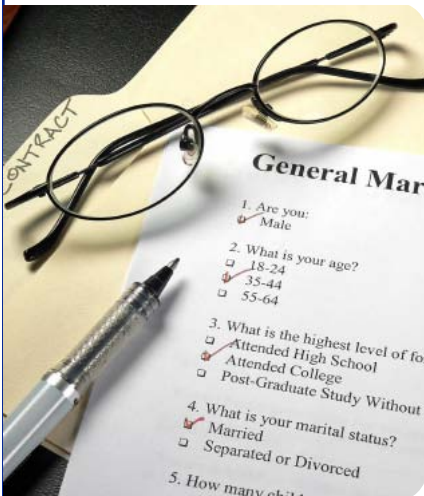
*Benefit to you*

## *Rationale*

Customers ultimately have the final say about your product or service. They either stay with you or they move on to the competition. Knowing what they think helps you determine whether you need to make improvements to your communications or improvements to your product. By acting on what you learn from your customers, you deepen relationships and gain a competitive advantage.

## *Implementation*

Surveys exist as printed materials, such as warranty cards, and can be periodically sent electronically to customers as a way to monitor their ongoing satisfaction with their purchase and your brand. Surveys can also be integrated into your established CRM communications - from product guides and updates to newsletters and bulletins.



- Content Management System
- Database Design System
- Email Operating System