

DiagnosicsPlus Customer Surveys

Eight Steps to Improving Customer Retention & Loyalty

Step 1: Diagnosics Plus provides a starter package, including sample surveys, attribute lists, and recommendations about doing effective customer surveys.

Step 2: A conference call or on-site meeting is held with your personnel and a Diagnosics Plus project manager to discuss survey content and customer base. Questions to be addressed include, "What are important attributes that define your products/services? What customers should be included? What persons/positions within your customers' organization are the decision makers and influencers? How should the total customer base be segmented?"

Step 3: Diagnosics Plus prepares a draft of a customer survey that is reviewed by company personnel. Revisions and reviews are made until a final version is obtained.

Step 4: Company personnel develop a customer list with names and telephone numbers (or email addresses) of those people who have a significant influence on the purchase decision.

Step 5: Diagnosics Plus administers the customer survey from their in-house telephone survey system or by sending out email/Internet surveys.

Step 6: The survey results are analyzed, summarized and compiled into a comprehensive written report. Individual reports are also provided for each completed survey.

Step 7: The report with recommendations is presented by Diagnosics Plus personnel to key company personnel. The goal of this meeting is an action plan to be implemented by company personnel in response to the customer feedback. A telephone or video conference can be substituted for the on-site presentation.

Step 8: The Diagnosics Plus project manager initiates three follow up telephone discussions at one month, three months and six months after the project to discuss the implementation of the action plan.

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