



# KEYS TO SUCCESS

## CUSTOMER SATISFACTION SURVEY



**Understanding customers' needs and being informed about their evolving business priorities is essential to *building loyalty, growing strategic partnerships and developing new business opportunities.***

Before you develop a sales and marketing strategy, you need to understand specifically what your clients see as your product and service strengths as well as improvement opportunities.

**YES, we can help.** We have designed a proven **Customer Satisfaction Survey**, customized for the feedback you seek and even focused on individual or organizational feedback.

The survey consists of 40 questions across 5 dimensions:

1. **KNOWLEDGE:** The extent of your company's knowledge of the industry/market in general and the specific services or products available relating to competition, trends and sharing knowledge when appropriate.

*Sample question: This person knows how to use his or her internal company resources to help meet our needs.*



- 2. COMMUNICATION:** The extent of skills in communicating with customers/clients by listening to understand needs, making clear and relevant presentations, presenting imaginative proposals.

*Sample question: This person really listens to me and understands the situation before trying to solve problems or make recommendations.*

- 3. SERVICE QUALITY:** The extent to which the company representative(s) is/are available and skilled in problem-solving and following through in response to customer/client needs.

*Sample question: This person is genuinely committed to helping me meet my organization's needs.*

- 4. WORKING RELATIONSHIPS:** The extent to which company representative(s) is/are skilled at being insightful, empathetic to the customers'/clients' needs.

*Sample question: This person demonstrates high professional ethics; I trust him or her and can rely on what he or she says.*

- 5. PERSONAL RESPONSIBILITY:** The extent to which the company representative accepts personal responsibility for maintain an effective relationship.

*Sample question: This person is proactive; he or she takes initiatives to prevent problems from occurring and to minimize the effect of problems they arise.*

**Get in touch with YES to better connect with your customers and client base!**

**Contact us today for a complimentary review of your business.**

**We can craft specific customer satisfaction survey questions and work together on a strategic marketing plan just for you.**