

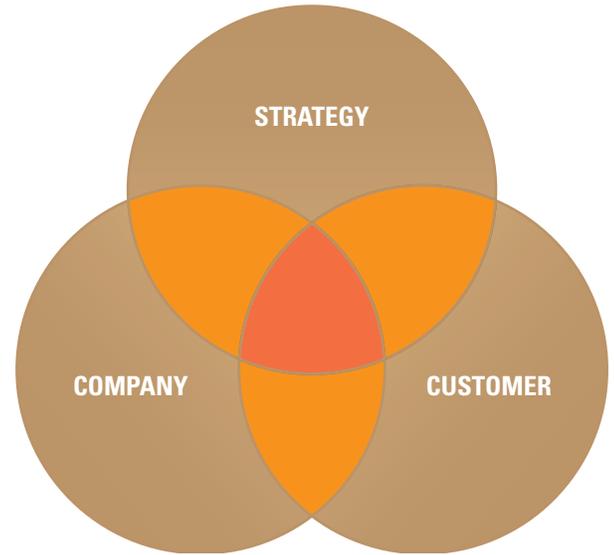


## Customer Satisfaction Research

Tracking company performance against your customers' expectations

**The tool we use here is talk** – Strategy International knows that by speaking directly with your customers as a third party, there can be honest dialogue on just how satisfied they really are. Through our *Customer Satisfaction Research*, we provide a tool to let you see your customer's thoughts on how well you're executing against your competitors. Our unique system also tracks what is most important to your customers, so that you know which problems immediately threaten your business and which will have less impact.

**The scope of our study sets it apart.** Always tailor-made, we can interview your customers on over thirty different performance attributes in areas such as product quality, delivery, pricing, sales professionals, customer service, operations issues and more. We can provide an ongoing evaluation, a continual link to gauge your performance against your customer's desires. And in today's highly competitive environment, staying in tune with your customer's expectations has become the only way to lead.



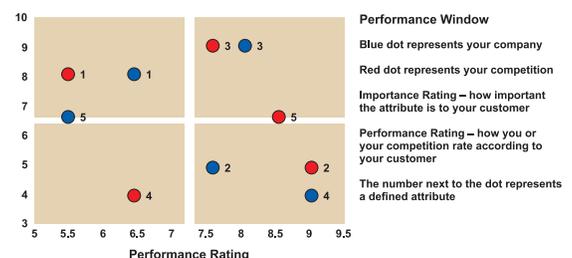
### Your company will benefit by:

- > Gaining intimate knowledge of product or service problems
- > Encouraging employee motivation to make improvements
- > Detecting early warning signs of potential customer defection
- > Providing confirmation of process improvement
- > Supplying market trend information
- > Providing instant understanding of issues through direct verbatim comments
- > Discerning the Apostles and Defectors within your customer base
- > Comparing your organization's performance scores against the competitors

Strategy International is careful to interview key employees and management within your organization to determine their goals for the research as well as particular areas of customer satisfaction they would like Strategy International to probe.

Strategy International's proven two-tier customer-centric methodology allows data gathering and reporting to be quickly and accurately completed. We treat the organization's customers like they were our own. Interview questionnaires are developed in collaboration with some of your key employees and customers. Our interviewers are skilled at probing and capturing in-depth verbatim customer comments. The scores are used to establish benchmarks to affect new or changed customer service improvement programs.

The final report can demographically break down the results along multiple lines, such as customer account size or facility location, so you can better pinpoint exactly who is pleased or discontent. Numerous easy-to-read graphs, including our "Performance Windows," clearly illustrate which areas your customers take most seriously and how you are performing in them. Furthermore, Strategy International prides itself on not only delivering the data, but on developing tactics and solutions to implement the changes your customers may be calling for.



## Case Study

Due to the sensitivity of some of our projects, certain clients have asked to remain anonymous, in which case we have provided a description of the project and the industry in which it relates.

### 1. The Problem

*Restoring sales growth to a mid-size manufacturer*

- A middle-market manufacturer was losing its customers and did not know why.
- The mid-size manufacturer's markets had become fragmented and a diverse set of their customers was imbedded in them.

### 2. The Approach

*Assess sales approach and customer service system to reveal weaknesses and make improvements.*

- Conducted an in-depth customer satisfaction survey to quantify importance and performance attributes.

### 3. Recommendations

- Instituted an ongoing process to measure the performance of sales executives, customer service and operations personnel using Strategy International's CustomerSatisfactionResearch tool.
- Developed an ongoing process to measure performance changes of customer relationship policies.

### 4. Results

*Sales decline stopped, growth curve restored*

- Using the early warning component of the Strategy International CustomerSatisfactionResearch tool, the manufacturer was able to respond to needed changes and stave off further defections. Performance improvements led to greatly improved customer satisfaction and a turnaround in sales growth.

## The Strategy International Approach

- To ensure that all client engagements are efficiently and effectively executed on time and to the agreed budget
- To develop, lead, motivate and enhance the client team and to inspire the team to be innovative and proactive in problem-solving
- To work closely with the senior management team to add value to identify and solve problems
- To manage and oversee all stages of the client engagement, providing excellence and industry best practices

**Strategy International** is a leading, international provider of integrated strategy management tools and technology solutions for business, education and professional companies. Strategy International's management strategies serve the needs of senior management executives, sales and customer service teams with products and services that are time-proven in many leading companies worldwide.

Strategy International serves the middle-market with innovative products and a full range of strategy management solutions incorporating research, business analysis and implementation experience and solutions.



### 360° Corporate Profiling

Increasing profits through in-depth company analysis



### Sales Advantage

Providing prospective customer intelligence through specialized research



### Customer Touch

Creating heightened customer management through time-proven business modeling



### Customer Satisfaction Research

Tracking company performance against your customers' expectations



**STRATEGY**  
INTERNATIONAL

5301 East State Street, Suite 302 • Rockford, IL USA 61108-2383  
Phone: 815.226.0038 • Fax: 815.226.8890 • [www.strategyinc.com](http://www.strategyinc.com)