



Customer Satisfaction Survey Program

Do you know (or just **think** you know).....

- What your customers want or expect in products, services, and expertise from your company and departments?
- What is the value proposition your customers “see” when they look at your company’s people, products, facilities, equipment, and services?

What are the consequences of NOT knowing?

The Solution:

- intrAtrain Customer Satisfaction Survey
- Survey results will provide the answers to these questions and more.



Customer Satisfaction Survey Program

The Customer Satisfaction Survey allows you to identify how your company and each of your departments are performing in the eyes of your key customers.

This Customer Satisfaction Survey tool can help you:

- Improve the customer's experience in doing business with your company.
- Identify performance strengths on which your business can capitalize.
- Identify gaps in performance on which your business can take action to correct and improve.
- Allocate valuable company resources, personnel, and capital to produce the greatest impact, improvement in results, and Return on Investment.
- Develop marketing programs and sales plans designed to meet the needs of each customer segment.
- Grow volume and margins for your facility and/or each of your departments.

This 360-degree tool gets feedback from all stakeholders, including customers, employees, and company management, which could result in improved:

- Business practices
- Operations and equipment
- Product quality and performance
- Sales and marketing
- Customer relationship management
- Company image

What is the Customer Satisfaction Survey?

The customer satisfaction survey tool is designed to measure your company's business performance in key customer deliverables, e.g., equipment, facilities, products, services, sales, marketing, personnel, administration, and credit, all through the eyes of the customer, and with feedback from company management and employees.

Survey questions are standardized to allow for benchmarking of data against your business's data from future surveys, and against data from all other businesses using the survey tool.

The survey can include a section for each department or division and includes general non-department specific questions about your company's image, administration practices, and credit policies.

Reports are generated for the entire company, by department, or by sales rep and/or by location. The reports include gap analysis and responses to open-ended questions. Summary data is based on feedback from customers, with comparisons to feedback from managers and employees.

How is the Customer Satisfaction Survey report summary data used at your company?

A intrAtrain consultant will study the survey summary data to identify strengths and gaps in performance.

The findings from your survey process can be incorporated into your company's key strategies, business plan, sales and marketing plan and for developing a comprehensive company leadership and employee training effort.



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How is this Customer Satisfaction Survey implemented?

Company management selects customers and prospects, using a demographic profile to filter and select survey participants.

Surveys are distributed with a cover letter/email explaining the purpose, process, and expected payoff.

Surveys, paper and email distribution, are coded to differentiate customers and prospects.

Survey participants can access and complete the survey on-line or complete a paper-based survey and return it in a self-addressed, stamped envelope.

What are the criteria for selection of customers and prospects to participate in the survey?

A customer/prospect demographic profile is needed as a filter for selection of survey participants.

Following are suggested criteria for use in developing the customer profile:

- Customer/prospect buyer segment.
- Categories based on projected annual purchases of products and services.
- For Customers only - annual business volume history with the each department and overall company.

What is the targeted number of survey participants?

Entire Company Survey:

- It is expected that 20% to 40% of the surveys distributed will be completed on the website or returned by mail for processing.
- A sample size of returned surveys of 20% to 40% of customers and prospects is needed for the overall cooperative. This is important to achieve a valid representation of the customer base, improving the value and credibility of the survey results.

Targeted Segment of Customers and Prospects:

- Select a cross-section of the producers in the customer segments targeted for the survey (expecting 20% to 40% survey returns); representing a sample size sufficient to obtain valid data.

What materials are provided with the survey?

- Sample cover letter with instructions
- Email template with instructions
- Sample memo with instructions to local cooperative management and sales staff
- Survey form
- Reports
- Action Planning Process