



Focus on customer satisfaction



A business is only as good as the strength of its customer service. The most valuable competitive edge a company has is the relationship it has

with its customers. Prices can always be undercut. If an innovative technology or competitor emerges, virtually overnight, your product-based edge is wiped out. However, no competition, no matter how aggressively it prices or how advanced its technology, can duplicate your history with your customers. Customer satisfaction is the leading indicator to measure customer loyalty, identify unhappy customers, reduce churn and increase revenue; it is also a key point of differentiation that helps you to attract new customers in competitive business environments.

Our approach

We aim at organizing and conducting the customer satisfaction process in a consistent, systematic, customer-oriented and sensitive way to provide service to our customers beyond their expectations. The process by which we measure customer satisfaction is illustrated in the 5 steps below:

- Before we compose questions, we prepare a plan, a list of goals you wish to achieve and a list of clients you would like to get feedback from.
- CBA will develop the questionnaire, specific to the targeted customers and a cover letter introducing and explaining the survey.
- Once the questionnaire is finalized and validated, we will forward it to a small number of clients for pilot testing.
- After the necessary changes have been implemented, questionnaires are submitted to the predefined number of customers and/or end users of your products / services.
- Results are collected for analysis and generation of report. Analysis of the replies will give indications for improvement as well.

Benefits of Customer Satisfaction

- Prioritize key issues
- It's cheaper to retain customers than acquire new ones
- Highlight customers' changing needs
- Loyalty measurement
- Understand expectations
- Show to customers that you care
- Segment customers
- Assess the competition
- Track trends
- Help competitive edge
- Reduce costs
- Identification of new business opportunities

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