

COSTUMER SATISFACTION




SELECT EXPERIENCE IN COSTUMER SATISFACTION STUDIES

To gauge performance, first establish baseline measures so that over time, you can see how you do against yourself — and against your competition. A good way to begin is to conduct a survey among a representative sample of current customers. The number of questions does not need to be many. They should however allow for follow up questions that can be asked by phone or via email to probe into the “whys” behind the responses. Compliments as well as complaints can be valuable to a company that strives to improve its image, perception, and of course, sales.

Basic questions should focus on key factors such as quality, performance and

price, and any customer service or sales force interactions, with a few relating to how you compare to major competitors.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

Market Research | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo intereset. We employ multiple research methods to assist you with your global growth strategy.

Strategy Research | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

Data Collection | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

Focus Group Facilities | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad range of consumer and B2B respondents.

Selected Clients

- ▶ French American Chamber of Commerce
- ▶ Human Resources Certification Institute
- ▶ Norgren
- ▶ Project Management Institute
- ▶ Samsung
- ▶ Tesco
- ▶ Unomedical A/S



SIS Worldwide Headquarters

11 East 22nd Street, 2nd Floor, New York, NY 10010

New York • London • Frankfurt • Shanghai • Tokyo

t: +1 212 505 6805 • research@sisinternational.com



Comprehensive solutions for the Customer Satisfaction Studies

Aerospace & Defense

- Customer satisfaction study on aircraft reconditioning and maintenance.

Construction

- Plumber merchant satisfaction study in the UK.
- Awareness and customer satisfaction study for a UK engineering consultancy firm.

Consumer Electronics

- Conducted study to understand market response to existing Blu ray player and to examine consumer needs and attitude towards the player.

Employee Satisfaction

- Conducted a major employee satisfaction study via in-depth interviews with C-level technical persons to gauge their opinions on the merger for an IT undergoing a merger. Part of the due diligence of the merger, this satisfaction study analyzed how management at the

top would react to certain changes. The study required a significant amount of technical knowledge of the firm's processes and jargon to be able to communicate and probe the respondents.

- Conducted a multi-country employee satisfaction study for a global IT firm.

Food

- Conducted intercepts of consumers at a major fast food restaurant at specific locations in Indiana to determine their level of satisfaction with the service.
- Conducted CATI interviews with ordinary consumers who have shopped at a combination of different supermarkets in the greater London area to evaluate their shopping experience and needs.

Financial Services

- Quantitative Insurance satisfaction study in the US.

SIS Worldwide Headquarters

11 East 22nd Street, 2nd Floor, New York, NY 10010

New York • London • Frankfurt • Shanghai • Tokyo

t: +1 212 505 6805 • research@sisinternational.com



Industrial

- Customer satisfaction survey of users of surveillance equipment in Europe, Latin America, and Asia.

Information Technology

- Conducted a global customer service satisfaction study for a multinational cable company.
- Customer satisfaction study for a global telecommunications company in the UK and Australia.
- Conducted a customer satisfaction study to determine competitive price, service, and quality levels.
- Conducted a customer satisfaction and buying process study for a technology company

Non Profit

- Conducted several customer satisfaction studies online, by focus groups and by telephone for several major US non-profits.
- Conducted qualitative research study by focus groups on a membership satisfaction in a non profit organization.

Pharmaceutical/Healthcare

- Conducted global employee satisfaction study for a multinational

healthcare company.

- Recruited and interviewed different patient segments to elicit opinions as to the usability/viability of different insulin delivery devices

Printing

- Customer satisfaction study in the color inkjet market for a major global manufacturer of printers.

Publishing

- Conducted a customer satisfaction study in Europe for users of a directory and CD-ROM product.

Travel & Tourism

- Year-round study to develop a profile of visitors to a western US state, taking into account seasonal and regional variations. Some of the information gathered included: demographics, travel characteristics (e.g. length of stay, travel party size, mode of transportation, accommodations used, regions of the state visited, and activities engaged in during the trip, sources of information used to plan the trip, etc.), satisfaction with the visit, intent to return, and the total expenditures during the visit.