



STRATEGIES FOR GROWTHSM

"CONSULTANTS TO THE SERVICES INDUSTRY"

SFGSM's Customer Discovery Surveys Allow You to Fix Your Customers While You're Fixing the System!

The most successful businesses are those that understand their customers - from what makes them "tick", to what "ticks them off" - and everything inbetween. At the most basic levels, some of this understanding may come simply through tracking ongoing sales, service calls, and administrative activities relating to customer interaction. However, building an *actionable* database from these often disparate, informal, or otherwise unstructured sources may be difficult, if not impossible. That is why we normally recommend conducting periodic customer surveys to measure, monitor and track the needs, requirements, expectations, and corresponding satisfaction levels of your customers. Surveying the general marketplace (i.e., your non-customers) from time-to-time is also not a bad idea.

By routinely conducting customer surveys, you will be able to:

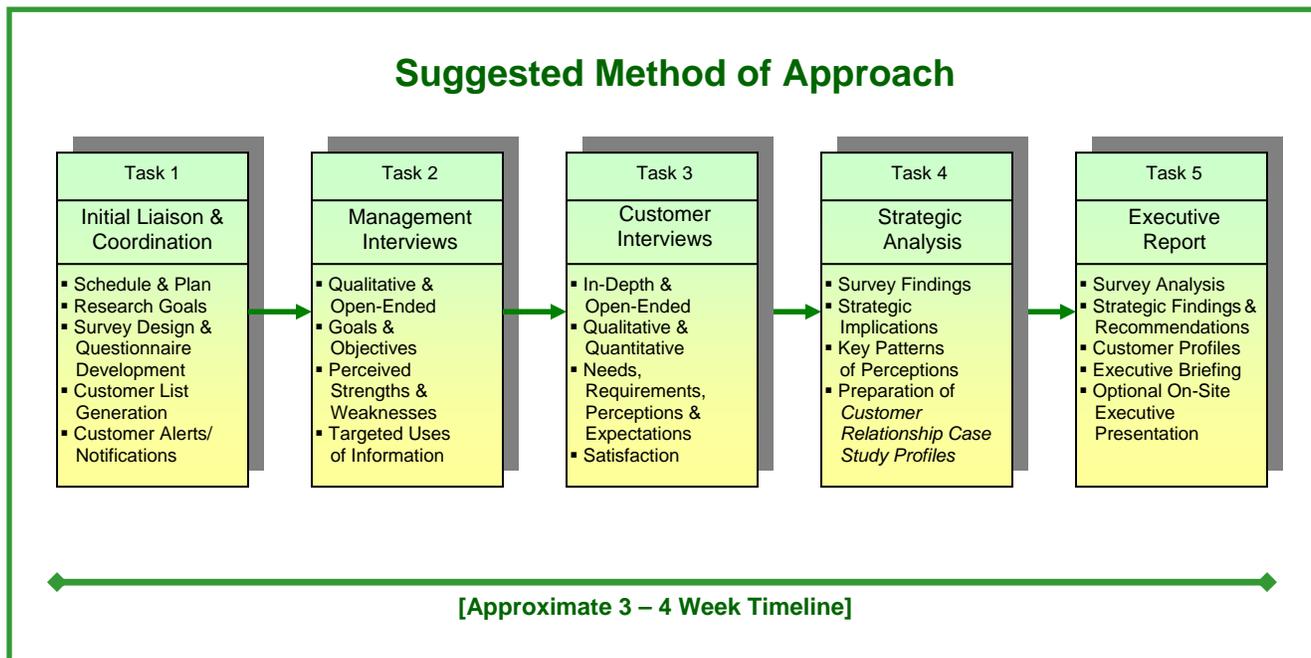
- Determine the *defining characteristics* of support that meet your customers' total needs;
- Identify, measure and track changes in their corresponding levels of *customer satisfaction*;
- Determine the relative *strengths* and *weaknesses* of your customer support organization;
- Identify all of the *critical areas requiring improvement*;
- Collect data that can be used to *set targets or goals* for improvement; and
- *Recommend changes* to your existing customer support processes and organization.

We believe that the most effective customer survey programs are those that provide all of the information and guidance you need to both "*fix the system*", as well as "*fix the customer*". That is why we have developed our unique survey approach that also generates individual *Customer Relationship Case Study* profiles to supplement the overall survey findings, strategic implications, and general recommendations for moving forward. In this way, while your organization is spending the time and dollars required to correct its systemwide problems, it can also address the specific problems that are impacting individual customers well before they become "*kick-out factors*".

Strategies For GrowthSM (SFGSM) has developed its *Customer Discovery Survey* program to help organizations like yours identify the root causes of problems and recognize "real" opportunities for customer support improvement that will enhance - or bring back - your desired levels of customer satisfaction and profitability by focusing on the key customer-oriented issues that affect your business, including:

- Customer Needs & Requirements
- Customer Perceptions & Expectations
- Product/System Evaluation Factors
- Service & Support Evaluation Factors
- Gap Analysis/Unmet Customer Needs
- Existing/Potential Problem Areas
- Areas Requiring Improvement
- Changes in Performance Over Time
- Likelihood of Recommending Vendor
- Closing Thoughts/Verbatim Comments

Using a time-tested approach consisting of preliminary client management interviews, questionnaire design, and conventional survey research, each *Customer Discovery Survey* program will be tailored to your specific needs and situation to achieve the maximum output and return on investment. If your organization is ready, **SFGSM** can design a full-scale *Customer Satisfaction Measurement, Analysis & Tracking Program* that can be used to identify, prioritize, and assess the specific actions required to “fix” systematic problems in your customer support operations. However, if you are not quite ready to implement systemwide change, **SFGSM** can assist you in identifying the specific areas that will allow you to “fix” specific customers through its *Customer Discovery Survey* program. In either case, you will get a detailed analysis and management report that tells you what needs to be fixed, how vulnerable you are to losing customers in the interim, and what timeframes for resolution will likely be required. Our suggested approach for conducting our *Customer Discovery Surveys* appears below:



Customer Discovery Surveys are a cost-effective way to determine the current levels of satisfaction - and vulnerability - of your most important (or representative) customers without having to engage in a full-scale customer survey effort. This program allows you to put your major concerns to bed quickly, while giving you a better understanding of where you need to focus - immediately - to get your system wide support organization running more effectively.

SFGSM's *Customer Discovery Survey* program is offered at a fixed price and can be completed in usually in less than one month, so you can get fast results and know exactly where you stand without incurring any major delays or expenditures. Results are presented in terms of *executable* actions accompanied by a set of case-specific *Customer Relationship Management Profiles* that can help you to better understand - and “fix” - each targeted customer. For more information, or for a no-obligation proposal, please contact us at any of the numbers provided below:

Contact Information:

Contact: William K. Pollock, President
 Address: **Strategies For GrowthSM**
 P.O. Box 1024
 Westtown, PA 19395

Phone: (610) 399 - 9717
 Fax: (610) 399 - 9718
 Web site: www.s4growth.com
 E-Mail: wkp@s4growth.com