

Customer Satisfaction & Loyalty Tracking Surveys

Measuring customer satisfaction and loyalty shouldn't be a now-and-then event.



Realizing a favorable payoff for investing in the customer experience requires taking the pulse of the customer regularly so that strategies and tactics can be adapted in real time to the ever-changing marketplace, competition, and emerging needs of buyers.

CCMC's Tracking Surveys provide continuous, reliable feedback about what matters most: the key drivers of customer satisfaction and loyalty.

Drowning in data, but thirsty for knowledge?

Suffering from paralysis by analysis?

CCMC's results-oriented reporting approach guides managerial decision making so that finite corporate resources are targeted for improving customer satisfaction and loyalty.

Value-added workshops on how to use the results and collaborative briefings to interpret the findings help to integrate CCMC's Tracking Surveys into the culture, strategy, and day-to-day operations of a company.

CCMC's Tracking Surveys take the pulse of the customer:

- Monitoring performance on a continuous basis
- Identifying and ranking low, average, and high performers in terms of customer satisfaction and loyalty
- Providing actionable, diagnostic information to pinpoint the true sources of customer dissatisfaction and defection
- Supporting the integration of customer satisfaction and loyalty results with other corporate data
- Leveraging and aligning the data to fit company-specific segmentation strategies
- Validating the impact of new programs, organizational changes, and marketplace developments
- Providing data to support customer experience ROI calculations on an ongoing basis

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