



THE NEXT TIME YOU ARE THINKING ABOUT CUSTOMER SURVEYS...

...think of **Surveylab**

Our expertise is the design and production of online surveys.

With years of customer satisfaction/loyalty measurement experience and a solid background in both traditional and online research, Surveylab offers comprehensive turnkey survey solutions (or just survey coding and hosting) that deliver fast and actionable results.

What do you want to know?

Surveylab can help.

Surveylab Limited

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www.surveylab.co.uk

Customer Satisfaction And Loyalty Tracking



Conducting customer research need not be complex or expensive. Online questionnaires can be cost effectively designed, programmed and fielded to a group of customers in a matter of days. Enough responses can usually be collected and ready to review within 24 hours of emailing an invitation.

Get answers today, not in eight weeks time!

Tracking studies are fielded for a variety of reasons. As well as actually quantifying customer satisfaction and loyalty - tracking can be used to meet regulatory requirements (e.g. ISO 9000), measure team or individual performance, identify customers at risk or contribute data to a corporate performance measurement process. Whatever the objectives a fast and effective response is essential.

Once designed and programmed, customer feedback can be available to your team / department / organisation within days of a customer contact rather than backtracking months – ensuring your data is current, relevant and giving you a fighting chance of winning back any customers at risk.

This is what we do. We concentrate on the technical delivery and management (with or without consultancy support) so that you can focus on your customers. Surveylab helps improve surveys' effectiveness in terms of cost, accuracy and speed to results. We work with a variety of methodologies, depending on a client's preferences, and offer a range of features to suit most needs.

Examples of what Surveylab can do for you...



Questionnaire Design and Fielding

- Fully branded and customised questionnaire coded and designed for online fielding
- Hosted via a unique URL on Surveylab's servers
- Secure, comprehensive data collection and reporting database
- Management of invitation process (typically emailing customers) if required
- Capability to field by printed questionnaire if required
- Specialist technical skills not required

Examples of what Surveylab can do for you...



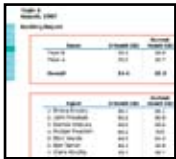
Survey Dashboard

- Key project information
- Real time fielding status
- Secure access via user ID and password



“CSI” Measurement Reporting

- Customer Satisfaction Index scores tracked monthly/quarterly/annual
- Comparison of CSI across brands/regions/teams/agents



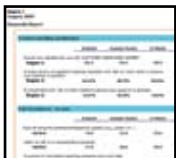
Ranking Reports

- Tracks regional/team/individual performance over time
- Provides a regular comparison to monitor and improve performance



Market & Customer At Risk Reports

- Promptly highlights specific dissatisfaction for remedial action
- Identifies poor performance for more detailed investigation



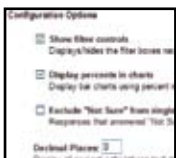
Diagnostic Reports

- Opportunity to drill down to region/team/agent level to identify areas of strength and concern
- Verbatim analysis filtered by keywords or classifications



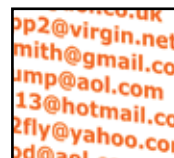
Verbatim Insights

- Support quantitative data with true “Voice of the Customer” qualitative feedback
- Uses customers’ actual language to highlight concerns and identify issues



Filtering & Analysis

- Easy to use tools to sort, analyse and compare results
- Capability to conduct additional “what if...” scenarios to provide additional detail



Customer Sample Management

- Management and maintenance of customer information
- Link demographic and other corporate data to survey results
- Management of email invitation programmes
- Management of any incentive programmes linked to surveys



Customer Satisfaction/ Loyalty Measurement Consultancy

- Full development and design of research studies
- Customised reporting and presentations
- Workshops and training on best use of reporting
- Assistance with analysis and improvement initiatives



Experts in Online Survey Design and Reporting

Surveylab is an online survey company providing services for the design, hosting and reporting of web-based surveys.

Based in the UK, but operating globally, we program and host fully-customised surveys for a wide range of clients and a variety of uses.

Surveylab's approach is flexible. We are a low cost provider of specific services to those with predefined requirements and are equally adept in providing full support and consultancy in survey design and bespoke reporting development.



John Kemp
Customer Service Director

To find out how Surveylab's range of services can help your organisation, please call John Kemp on +44 (0)845 6121 544

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