

Know Your Customers: Customer Surveys

Want to get to know your customers' real needs? In today's competitive markets, keeping your customers satisfied is regarded as the key performance indicator between winners and the rest. We work closely with businesses to produce surveys and analysis to measure factors which are of vital importance to their organisations so they can be retained and win new business.

Benefits:

- Provides you with feedback on the critical factors most important to clients and your current performance against these
- Highlights where resources need to be utilised in order to maintain or grow the business further
- Analysis informs you on the effectiveness of changes you make in dealing with your customers
- Establishes benchmark data to evaluate future improvements



<http://www.ltc.co.uk/>

"Following the completion of a Customer Satisfaction Survey carried out by SWA, we were able to successfully assess the quality of our service and discover a true summary of our staff performance. The results showed a few surprises which, with guidance, we were able to address and have now followed-up those issues and moved forward to everyone's satisfaction. We have therefore improved our performance and now have a more client-based approach."

Janet Nicholls – Director
Leisure Technical Consultants

If you are looking to develop or improve Customer Surveys then contact **SWA** for a FREE no obligation assessment and our recommendations, info@stevewalkerassociates.com or call **0845 459 0136**