Customer Research Programs

Customer research falls under different names including customer satisfaction, customer loyalty, or "voice of the customer". However, whatever the name, all such programs have a common overall goal: to provide organizations with an effective two-way communication stream with their customers to ultimately provide better service and higher profitability.

Typically, customer research programs fall into one of two broad categories.

- **Relationship Assessment** - The objective is to develop an understanding of ongoing business relationships, service offerings, and customer interaction points. Customers generally represent recurring revenue streams, thus ensuring customer expectations are being met and/or exceeded is critical.

- **Transactional Assessments** – Transactional assessments are meant to monitor specific key customer interactions related to a discrete customer experience. Common examples include:

    - Customer Service "moments of truth"
    - Call-center interactions
    - Sales process feedback
    - Custom developed or delivered services / products
    - IT troubleshooting

Periodic Measurement or Continuous Measurement?

- Relationship Assessment programs are usually periodic in nature, administered only frequently enough for identified changes to be implemented and for the impact of those changes to be observed. Most such programs are conducted on an annual or bi-annual basis.

- Transactional Programs are best administered on a continuous basis. The definition of "continuous" may change depending on business loads or budgetary constraints (daily, weekly, biweekly, and monthly, etc.). Organizations should conduct their surveys as closely as is possible to time of service delivery.

Reporting & Deliverables

Companies have different reporting expectations and needs for their customer research programs. Some of these needs are immediate, some require a self-service interface, and yet others entail the skills of a trained research analyst. Infosurv provides each of the following reporting platforms based on the specific needs of each client.

- **Red-Alert Reporting**: Red Alert Reports are commonly incorporated within Transactional programs. Key questions in the survey are pre-identified such that if a negative answer is provided, the respondent is asked if they would like to be contacted by a client representative about their specific problem or issue. If so, a Red Alert Report, including the name and phone number of the respondent and the nature of their issue, is automatically emailed to a client representative.

- **Online Reporting**: Two types of online reporting platforms are available:

  - *Standard* - Infosurv provides all our clients with password protected access to the basic survey results online. While not highly customizable, this system allows access to response rates and high-level survey results.

  - *Custom* - For continuous measurement programs with specific reporting needs, Infosurv can custom-develop a web-based reporting platform. This approach is strongly recommended for clients seeking to have a real-time vehicle for viewing, accessing, and filtering or sorting their data.

- **Standard Reporting: Standard reports available for customer research programs include:**

  - *Crosstabs* – Clients are provided with a number of tabular reports showing aggregated survey results and cross-tabulations across respondent subgroups, business units, or other categories.

  - *Insights Report* – These reports provide a comprehensive analysis and interpretation of the data including ad hoc analytic techniques, period-to-period comparisons, statistical significance testing, and recommendations.

  - *Raw data* – Infosurv provides clients with raw data in Excel on all information collected. It should be noted however, that respondent anonymity is always protected and identifying characteristics will be removed from the data set before sent to the client.

Since 1998, Infosurv has helped hundreds of organizations to better understand their customers. To learn more about our services and unique approach to customer satisfaction measurement, please call us at **888.262.3186** or email us at sales@infosurv.com.