

IVR/WEB-BASED CUSTOMER FEEDBACK SURVEYS

Increase satisfaction, loyalty and sales by gathering direct customer feedback.

Market Force Information understands the importance of listening to your customers. To provide you with that feedback, we offer the latest in Interactive Voice Response (IVR) and web survey technology to capture your customers' thoughts, perceptions and attitudes about their most recent experience with your brand.

Our IVR and web-based surveys reach customers closer to their point of contact with your brand than other data collection methodologies. Through our expertise in questionnaire development and experience with virtually every customer-facing industry, we deliver turnkey programs with high response rates that address your most important questions with actionable insights.

MEASURE

- Reasons behind customer brand selections and items purchased
- Customer satisfaction with overall on-site experience, including likelihood of returning and/or referring friends
- Customer perception of specific operational areas, such as staff knowledge, customer service and site cleanliness
- Specific problems or customer complaints and the degree to which they were resolved
- Customer behavior, including frequency of visiting, brands selected and brand differentiators in guest choices
- Actual customer experience versus expectations
- Recall of promotional programs and presentation

SO YOU CAN

- Develop effective strategies to leverage strengths and improve on areas where customers' expectations are not being met
- Immediately respond to customers' problems and complaints through personal communication and strategies developed to address root causes of dissatisfaction
- Guide strategic product offering and store layout decisions



CUSTOMER FEEDBACK SURVEY FACTS

- Available to customers 24 hours a day, seven days a week
- Sophisticated fraud detection and prevention
- Supports multiple languages
- Supports a variety of question types, branching and skip logic
- Expertise in driving response rates

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email sales@marketforce.com.