



Customer Satisfaction Edge Analysis

Creating satisfied customers is just one of the tools used by companies to retain current customers and attract new ones. It is important for companies to engage in periodic assessment of their customers' satisfaction level in order to develop strategies to keep their customers happy.

Clarocision Research & Marketing has developed several market research studies targeted at identifying the level of customer satisfaction. This research tool will provide necessary information about your current customers' needs and identify your "strong areas" in order to develop strategic plans to attract new members and increase your retention levels.

Below is a sample which was prepared for the financial services industry. Specifically, this study was prepared for credit unions and compares members' satisfaction level.

RESEARCH OBJECTIVES:

All information will be gathered using your own customer/members' database and randomly selecting the number of respondents required by the research. The information resulting from the research will be presented in terms of Heavy Users (3+ Products) and Light Users (1-2 Products) to measure any significant differences between the 2 groups.

- Incidence and awareness of your current business services
 - Future services expected by members

- Level of Satisfaction (Current Members)
 - Five different categories
 - Tangible attributes (location, building, etc)
 - Reliability (Personnel)
 - Trustworthy (Institutional credibility)
 - Empathy (how much they care about members)
 - Response Process (how fast to get answers, approvals)

- Demographics & Psychographics Data



METHODOLOGY & SAMPLE SIZE:

Customer satisfaction research data -- collected by phone survey or online survey -- are a core component for our marketing research information system. We research members' views about satisfaction using an innovative approach that uncovers customer loyalty, brand loyalty, and the importance of your brand.

We will develop and design a research tool (questionnaire) that is tailored to meet your information needs and will provide a window into your marketing opportunities and a path to an effective marketing strategy. Our research project examines a broad range of demographic and psychographic determinants; including identifying the 'ideal brand' for each segment.

Before proceeding to quantitative customer satisfaction research, we identify and create core attribute factors which, based on preliminary findings, account for most of the differences in customer satisfaction levels.

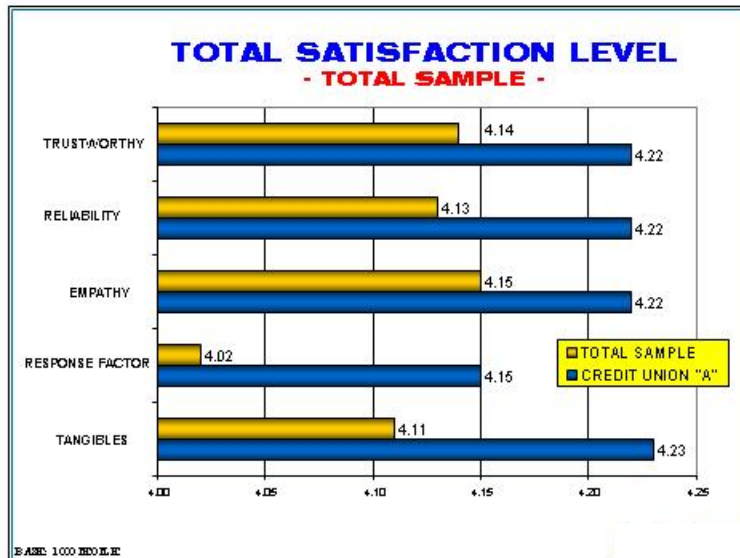
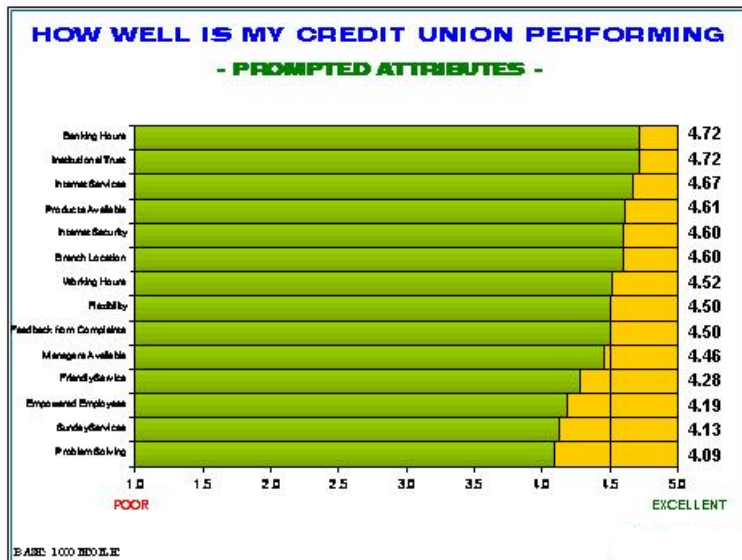
For this particular research we recommend a sample size of **400 respondents:**

- 200 Heavy Users
- 200 Light Users

CALENDAR OF EVENTS:

PROJECT STEPS	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9
Initial Meeting	█								
Questionnaire Development & Approval	█	█							
Training & Instrument Testing		█							
FIELD WORK			█	█	█				
PROCESSING					█	█			
Analysis & Reporting							█	█	
Final Report Concluded								█	
Final Results Presented to Client									█

SAMPLE GRAPHIC MATERIAL (For visual aid purposes)



To schedule a personal meeting to discuss the details and scope of this particular research, please call at 954-741-2234.