

STAMATS RESEARCH SERVICES

Customer Satisfaction Study

Collecting customer satisfaction data helps businesses identify what's contributing to buyers' purchase experience and what's detracting from it—foundational information for building more effective customer retention and loyalty strategies.

Satisfaction studies are best done on a regular basis in order to identify and resolve issues before they affect a business' broader customer base and to track improvements in the customer experience over time. Periodic studies can help companies pinpoint which features and services keep their customers happy and focus resources on consistent, high-quality delivery.

How It Works

Stamats research team will design the customer satisfaction survey, create the survey instrument, and conduct all fieldwork and analysis. Through in-depth interaction with your business and a thorough understanding of its operation, we can build a custom survey that can be implemented now and leveraged for future needs.

Surveys can be deployed via the web, traditional mail, telephone, mobile applications (including on-site kiosks), or through a hybrid approach. The data collection method can be customized to fit the type of customer contact information your business has on file.

Customer satisfaction surveys typically address the following questions:

- How satisfied were you with the product or service?
- How satisfied were you with particular components of the sales process, delivery, installation, product performance, etc.? (Multiple characteristics can be captured here.)
- How would you rate the marketing materials provided?
- Was the process of choosing this product or service clear or confusing?
- Have you ever contacted customer service about this product or service?
- Would you recommend this product or service to a friend or colleague?
- How likely are you to purchase this product or service again?

Based on the findings, our team will identify customer satisfaction strengths and weaknesses and consult on action points for improvement. Both the survey instrument and the results are considered proprietary—each is owned by you and entirely confidential.



A satisfied customer is a loyal customer. Protect your customer acquisition investment and stay one step ahead of the competition by understanding exactly what drives customer satisfaction for your business.