

STAMATS RESEARCH SERVICES

Lost Customer Assessment

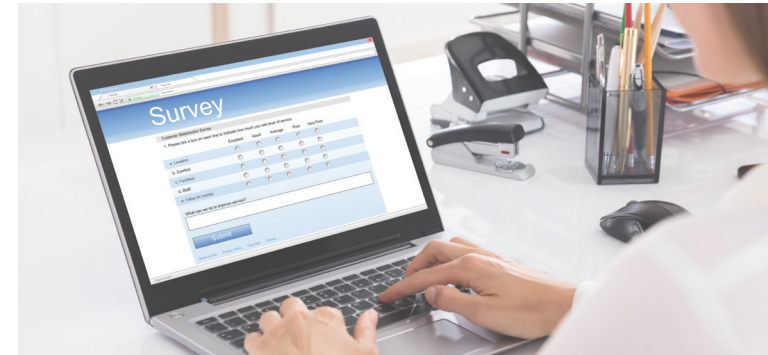
Stamats' Lost Customer Assessment identifies and measures the root causes of customer attrition and provides a foundation for building more informed and more effective retention efforts. Conducting an in-depth survey with lost customers can shed light on the emotional and intellectual reasons why they've discontinued the relationship or taken their business elsewhere.

Stamats highly recommends this study as part of a business' overall customer monitoring process. The survey can aid your current sales strategy and shape a broad range of customer relationship-building efforts.

Customer surveys typically ask respondents to:

- Identify past purchase behaviors and evaluate purchase experiences
- Rank the most important purchase criteria for the product or service
- Provide reasons for past purchases
- Provide reasons for choosing another vendor or supplier and list other vendors or suppliers considered or chosen
- Evaluate perceptions of the business on key purchase decision criteria, as well those of competing vendors or suppliers
- Evaluate the overall opinion of the brand or company
- Assess the quality of the business' marketing communication from advertising materials, personal contact, sales tactics, and/or purchase experience
- Rank intent to consider the brand or business in the next purchase decision
- Explain what the company could have done better

Surveys may be conducted online, over the telephone, on mobile devices, via traditional mail, or through a hybrid approach. Our team can work with you to find the most effective and cost-efficient format to achieve your goals.



Retain your most profitable customers, protect your revenue streams, and minimize new customer acquisition expenses with Stamats' Lost Customer Assessment.