

# Customer Satisfaction and Loyalty Analysis



An understanding of the business requirements and purchasing behaviour of its customers who contribute to the financial performance of the company is paramount to ensuring the continuing success of the company. Customer satisfaction and customer loyalty are significant indicators of the quality of the relationship between a company and its customers.

GenevaServicesGroup offers an analysis of customer satisfaction and loyalty based on industry accepted purchasing behaviour principles.

The analysis will answer such questions as:

Loyalty Drivers (Example) →	Availability/ Geo. Coverage	Quality	Price	Other factors
Recommendation	27%	41%	12%	
Repeated Purchase	35%	24%	17%	
High Satisfaction	28%	31%	19%	

**Example: The price has an impact of 17% on a repeated purchase**

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Based on the individual requirements of a company, the GSG offering provides broad functionality in measuring, implementing and managing a satisfaction and loyalty program. Internet-based, international and multi-lingual surveys and real-time or periodic reporting are offered – as are graphic representation of indices, quality parameters, business and price analyses. Maintenance of historic data and data security are provided for.