

Customer Satisfaction and Loyalty Analysis



An understanding of the business requirements and purchasing behavior 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 behavior principles. The analysis will answer such questions as:

- are you meeting or exceeding your customer requirements ?
- can you manage your customer relationship through direct and continuous feedback ?
- can you identify and track those factors which result in extra revenue ?
- can you recognize excellence and reward your organisation on the level of satisfaction and loyalty of its customers ?

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

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 realtime 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.

GENEVASERVICESGROUP

6, Chemin des Pluviers
1228 Plan-les-Ouates (GE)
Switzerland

Menzinger Strasse 130
80997 Munich
Germany

+41 22 794 2643
+41 22 794 2638

info@genevaservicesgroup.com
www.genevaservicesgroup.com