

Do you know what your customers are thinking?



With today's market is growing ever more competitive, switched on businesses make sure that they retain the customers that they have worked so hard to win by ensuring that their service levels are as high as possible. And this is where Prospect Research can help....

Customer Insight: Talk to your customers before your competitors do

Customer Insight is a proactive service used by companies around the UK as a way to collect feedback from their customers. This feedback can then be used to actively enhance the levels of support offered and to identify potential opportunities for increased business. Central to this service are the questions that we ask, which link directly to your KPIs and the areas you want feedback on, but also are not leading to any specific answer. In this way, you receive impartial feedback that you can use to pinpoint any areas of concern within your team.

Customer Insight in practice

Case study 1: Complete IT are an IT support company, and use Prospect Research to contact a group of their customers each month who have contacted their Technical Support Centre. We ask their customer six pre-set questions and grade their answers using a scoring matrix.

"By using Prospect Research, we are able to pinpoint areas for development for our Technical Support Centre quickly and effectively, using real feedback from our customers. Regularly keeping in touch is an ongoing part of our focus on customer service, and Prospect Research does this in a professional and structured way." **Colin Blumenthal, Director, Complete IT**

Case study 2: Speedy Power are a national plant hire company. Prospect Research contact their past customer, and Speedy Power has enjoyed a much higher response rate through *Customer Insight* than when they have sent out email or postal surveys.

"We wanted to be proactive in contacting customers who had already experienced our quality service, to check whether they still had a requirement for hiring from Speedy Compressors. Prospect Research gathered invaluable feedback about our customer's past hiring experiences that we were able to utilise immediately." **Johanna Ping, Brand Manager, Speedy Power**

Customer Insight can

- Pinpoint unhappy customers
- Establish the level of satisfaction across your customer base
- Identify specific areas where your team can improve
- Support you to achieve your company's KPIs
- Help towards your commitment to ISO 9001
- Uncover opportunities for new business with existing customers
- Provide you with impartial feedback
- Give you statistics and testimonials for marketing literature
- Demonstrate your commitment to giving the best service to new customers

For more information, call Jan Woodruff on 01223 354 151

PROSPECT RESEARCH
telemarketing you can trust

