



Customer Satisfaction Surveys

Would you like to know how your customers really feel about the service you offer them?

Special points of interest:

- Make your customers feel valued
- Establish how satisfied your customers really are
- Highlight problems and give yourself the opportunity to put them right
- Use the collected information to develop training programmes, business and marketing plans

Trying to find new customers is harder than keeping old ones. Isn't it time you looked into what your customers really think about your TIC and the services you offer them? Are they really satisfied? Are you meeting their expectations?

Why would I want to do this?

Carrying out customer satisfaction surveys can result in:

1. Making the customer feel valued, simply by asking their opinion they feel valued and as a result loyalty to your business grows
2. Highlighting any problems that could potentially result in lost customers, this gives you the opportunity to make changes and as a result, see improvements in the company's performance
3. By using an independent, external research organisation you can be guaranteed confidentiality, resulting in more in-depth and precise feedback from your customers
4. You can establish a baseline to customer satisfaction and over time this can be tracked to see improvements in performance
5. The information gathered will provide your TIC with valuable information that can then be used to develop training programmes, business and marketing plans



What will the cost be?

The costs of the customer satisfaction research will depend on various factors, but particularly the number of questions you wish to ask,

- The type of methodology you chose to use, based on our expert advice, it could be face to face interviews, self-completion questionnaires or online surveys
- The type of questions used
- The number of interviews required
- The quality of the data provided
- The depth of the analysis required

Typically, customer satisfaction research projects start from £499.



How does it work?

Stage	Activity
1	Consultation discussion between CM and client to agree questions to be used, preferred timescales and data to be used
2	CM email quote showing the cost for each part of the research
3	Client provides customer data to CM
4	Set up and testing of questionnaire, either to be completed online, over the telephone or manually on paper
5	Client to test research questionnaire online [CM will email website address to client]
6	CM to amend questionnaire if necessary
7	Await data to be submitted by customer or researchers carry out agreed number of interviews [as per agreed customer data provided by client]
8	Data analysis and development of report
9	Quality checking of report
10	Report emailed to client for review
11	Client feedback and amendment of report [if required]

Further information

- We recommend that a minimum of 300 questionnaires are completed. This will allow us to draw conclusions which are statistically reliable.
- We suggest that face to face questionnaires are completed following the customer's visit to the TIC. There are other methodologies that are also suitable to this type of research and they are self-completion questionnaires by the tourist or online surveys that are also completed in the respondents own time.
- Face to face surveys following the customers visit to the TIC will mean that the experience is fresh in their mind and their responses will be more relevant than if completed in the following days.
- The collected data is input into highly sophisticated analytical software. It is analysed and the report is written detailing the findings and the different levels of customer satisfaction within your hotel.
- Further advice can be provided to ensure that the findings are used effectively, this can be in the form of devising future business plans, marketing activities and staff training programmes.

We have a vast list of standardised questions [and responses] for you to choose from. Please ask to see this. We can also add bespoke questions if you have another query which would help to meet your objectives.

Please contact us if you require any further information.

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