

"If you can't measure it, you can't improve it!"

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PROFESSIONAL SERVICE PROVIDER SURVEY

CUSTOMER SATISFACTION SURVEY

Let Compechek ask your clients the tough questions such as:

'What do your clients expect from their account manager?'

'How is the accounting department performing?'

'What % of sales are you losing to competitors?'

The Professional Service Provider Survey is an effective way to monitor those customer impressions, perspectives and responses that inevitably impact your business development. At Compechek, our surveys reflect research findings that customers are most comfortable sharing their attitudes toward your business with a third party survey team. Knowing how your clients feel, and what they are experiencing, equips you to respond in kind to what they need and want.

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CUSTOMER SATISFACTION SURVEY



If you could look at your service offering through the eyes of your customer, what would you see? One of the greatest challenges facing marketers today is that of accurately gauging a client's emotional pulse. What is it about your business that caused that person to buy from you? What did your client expect from the sales rep, for example, compared to what he or she actually experienced? With Compecheck, you get word-for-word responses, both positive and negative, from your valued clientele, allowing you to adjust your business approach in ways that are tailored to the interests of your customer.



Through Compecheck's Professional Service Provider Survey (Customer Satisfaction Survey), our market researchers close the gap by asking questions that invite an objective customer view. You'll gain valuable feedback and insight about such items as purchasing habits and history, for example—data which can enable you to accurately target and provide for the actual needs and wants of your clientele. Customizable, specific and pertinent questions allow business owners to refine their search even further, as needed.

Bold, easy-to-read graphics and well-organized tables make it easy to access your desired data in moments. Clearly defined problem areas are highlighted alongside criteria that have been met or exceeded, allowing you to focus not only on resolving challenges but also on communicating appreciation for a job well done.

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SAMPLE CRITERIA...

Salesrep Performance:

- 1 How often does your sales rep currently see you?
- 2 How often would you like to see your sales rep?
- 3 How would you rate your sales rep's CONSULTATIVE performance in:
 - Improving performance, profitability and productivity?
 - Being interested in, and understanding your business?
 - Getting involved in setting and helping achieve your goals?
 - Offering training and technical advice to you and your staff?
- 4 What are the top three 'sales rep' attributes that are most important to you?
- 5 What are the top three attributes currently evidenced (shown/displayed) by your rep?

Managers Performance:

- 1 When did the sales manager visit you last?
- 2 Did the manager ask how satisfied you were with their service (phones, deliver, returns etc.)?
- 3 Do you receive credits, returns and cores within 24 hours?
- 4 Does the sales manager take the time to listen to your concerns and thank you for your input?
- 5 Is there a need for you to see the sales manager more often?

Customer Service Offerings:

- 1 Do you find the counter phone staff knowledgeable and helpful?
- 2 What are your expectations for parts delivery times?
- 3 Do we consistently deliver according to our commitment level?
- 4 Is our driving team courteous and professional?
- 5 Is it important for our driving team to pick up cores / returns & warranties?
- 6 What percentage of our orders is filled accurately?
- 7 Do you find that invoicing and credits are produced accurately?

Purchases:

- 1 Indicate the % of your total purchases that are from ABC Automotive?
- 2 Indicate the % of your total purchases that are from competitors?
- 3 What are the top 3 reasons you purchase from ABC Automotive?
- 4 What are the top 3 reasons you don't purchase from ABC Automotive?

Loyalty:

- 1 Do you feel like you are a valued customer of ABC Automotive?
- 2 Would you recommend ABC Automotive as a parts supplier?

