

Introduction To Customer Satisfaction Surveys

Measuring Your Service Levels

If you could look at your service levels 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. With Compechek, 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.

Example of what Compechek will measure:

Sales Reps / Managers

- When was the last time you were visited by your dedicated sales rep / manager?
- How would you rate your manager's communication consistency with you?
- How would you rate your manager's ability to provide education on the product categories sold?
- How would you rate your manager's care and concern for your business?

Value Offerings

- How would you rate the information and data support available to you?
- How would you rate the level of technical support available to you?
- How would you rate the marketing and promotional tools available to you?
- How would you rate the consistency of lead times on deliveries?
- How would you rate the fill rates provided to you?

VS. Competition

- How would you rate the overall QUALITY of the product as compared to the competition?
- How would you rate the overall WARRANTY's offered as compared to the competition?
- How would you rate the FILL RATES and TURNAROUND times as compared to the competition?
- How would you rate the OVERALL VALUE (ie. service offerings) of product as compared to competition?

RESULTS - National Detailed Summary by Store:

Store	District	Region	Overall	District Managers	Value Offerings	vs. Competition
Class 1: Gold Level Status (Above 79%)						
Kelly Condon	Region 2	-	98 %	100 %	94 %	100 %
Larry Brown	Region 2	-	94 %	100 %	100 %	100 %
Curt Powell	Region 3	-	91 %	93 %	94 %	78 %
Sarge Belagio	Region 2	-	90 %	88 %	91 %	89 %
John Henry	Region 1	-	85 %	80 %	88 %	100 %
Danny Chase	Region 3	-	84 %	68 %	90 %	89 %
Class 2: Silver Level Status (70% - 79%)						
Chuck Robb	Region 2	-	79 %	83 %	79 %	79 %
Mike Hamel	Region 2	-	79 %	68 %	74 %	96 %
Class 3: Bronze Level Status (Below 70%)						
Paul Frederickson	Region 1	-	59 %	51 %	61 %	59 %

A Positive Attitude Is Everything

