



## Snapshot Business Solutions LLC

Web-Based Customized Survey Creation and Tabulation

Restaurant/Retail Mystery Shops and Staff Evaluator

# Customer Satisfaction Survey

## Online Web-Based Customer Satisfaction Survey: (On Every Customer's Receipt)

*We all know customer satisfaction is essential to the survival of our businesses. How do we find out whether our customers are satisfied? The best way to find out whether your customers are satisfied is to ask them.*

*When you conduct a customer satisfaction survey, what you ask the customers is important. How, when, and how often you ask these questions are also important. However, the most important thing about conducting a customer satisfaction survey is **what you do with their answers.***

*Snapshot Business Solution will ask your customer the questions you want to know the answer to. We will gather the Customer Intelligence that will help you make a positive difference in your brand.*

### **When to Conduct a Customer Satisfaction Survey**

*The best time to conduct a customer satisfaction survey is when the experience is fresh in their minds. If you wait to conduct a survey, the customer's response may be less accurate. He may have forgotten some of the details. She may answer about a later event. She may color his answers because of confusion with other visits. She may confuse you with some other company.*

### **What to Ask In a Customer Satisfaction Survey**

*There is a school of thought that you only need to ask a single question in a customer satisfaction survey. That question is, "will you buy from me again?" While it is tempting to reduce your customer satisfaction survey to this supposed "essence", you miss a lot of valuable information and you can be easily misled. It is too easy for a customer to answer yes to the "will you buy from me again?", whether they mean it or not. You want to ask other questions in a customer satisfaction survey to get closer to the expected behavior and to collect information about what to change and what to keep doing.*

*Contact us today, so that we can make a survey that is right for you!*



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## Customer Product Satisfaction

A "Customer Satisfaction Survey" Survey can be a small business owner's best friend. You gain valuable information and learn your business trends; but most importantly, you find out about customer issues before they leave for another company.

How many times have you heard of an issue one of your past customers had with your company from another source? The first thing you usually say is, "I wish they had told me." The reason you wish this is because you believe you could have solved the issue. More likely than not, the customer would still be with you.

The fact is the majority of your customers won't tell you to your face what they think of your product, brand, or service. However, studies have shown, customers given the opportunity to give feedback by using the web are 5 times more likely to give feedback about their experience with your company.

If you are not currently using some type of customer feedback program, you are missing out on the opportunity to gain valuable customer intelligence from the best direct source, YOUR CUSTOMER.

Snapshot Business Solutions can provide you with a customized online survey within hours. We will ask your customer the questions you want to know the answers to.

You will be given a personal key code that can go on your printed customer receipt, billing invoices or post it anywhere you choose. Your customer then goes online to our website [www.snapshotbusiness.com](http://www.snapshotbusiness.com) and completes the survey. Feedback results are immediately available for your online viewing.

Once your account is set up, you will be given on-line password access to your reports. Your report results will be available 24/7 on-line when you need them for meetings, staff evaluations, PowerPoint presentations and training.

Please contact us today for a consultation and find out how we can partner together to strengthen your staff's performance and exceed your customer's expectations! Snapshot Business Solutions will help you gather valuable Customer Intelligence and candid employee feedback through one of our many anonymous survey solutions.

### Why Customers Leave...

69% Poor Service

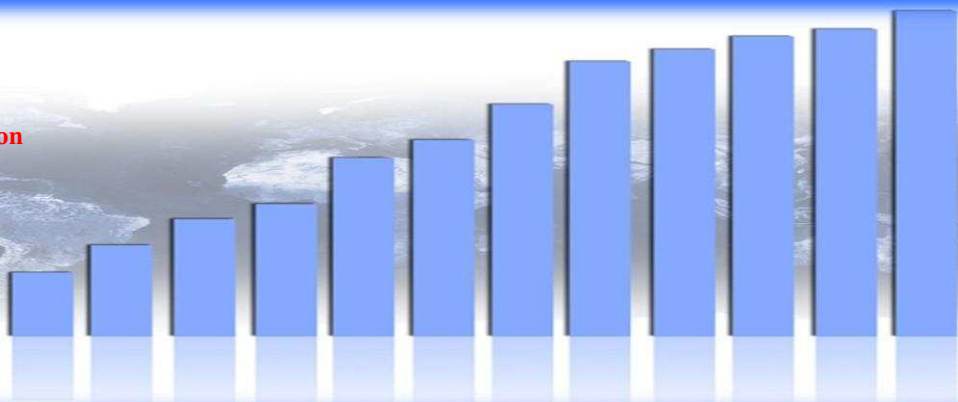
13% Product Dissatisfaction

9% Competitive Reasons

5% Other Friends

3% Move Away

1% other



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