

# CustomerVoice



ASSESSING PERFORMANCE // IMPROVING QUALITY // CREATING CONFIDENCE

## **Giving you the information you need to be successful**

Your customers will tell you everything you need to know to succeed. You just need to ask them the right questions, listen to what they say, and use what you have learned to change the way you run your company.

Unfortunately, most customer research doesn't ask the right questions. The traditional approach to measuring customer satisfaction is time-consuming, expensive, and unproductive.

CustomerVoice is customer research made easy. You don't need to spend large sums of money doing complex market research to find out how successful your company is likely to be tomorrow.

Based on some leading edge research, Customer 1st has developed straightforward, inexpensive customer research products that help you:

- Learn what problems your customers have doing business with you
- Assess the health of your company and create the kind of environment your customers appreciate
- Learn what problems your staff have delivering great customer experiences
- Provide a reliable indication of your company's growth
- Refine your product value propositions
- Develop more effective sales techniques
- Identify opportunities to improve your competitive advantage
- Create a truly outstanding customer experience.

From a single question, CustomerVoice can determine whether customers will stay with your company or are likely to switch to another supplier.

Further delving helps you understand what you need to do to prevent customers from ever thinking they should do business with someone else.

The same methodology is used to easily and quickly find what state of mind your staff are in and what you need to do to retain your good staff.

## **CUSTOMER RETENTION SURVEY**

*Making sure your company is successful tomorrow*

### **Customer Retention Index**

This survey asks customers one question about how they value their relationship with your company: "What is the likelihood you would recommend this company to a colleague or friend?"

The answer is a rating on a scale of zero to ten, where 0 = not likely, and 10 = very likely. People who score 6 or less are detractors and those who score 9 and above are promoters.

From this, we assess your company's potential to grow by subtracting the percentage of detractors from the percentage of promoters. The higher this figure the more likely it is that customers will stay with your company. By monitoring this number over time you will see whether your company is getting stronger or deteriorating.

### **Customer Insights**

Gaining deeper insight into your customers will be extremely helpful in driving improvement. From the Customer Retention Index responses, we identify the two extremes: those who score the company 0-2 (Terrorists) and those who score the company 9-10 (Advocates).

Samples from both groups are contacted and asked what you do well and what you do poorly; and what you would have to do for your Terrorists to become Advocates.

## **STAFF RETENTION SURVEY**

### **Being an employer of choice**

Are you an employer of choice? Do your staff enjoy working at your place? You want them to because dissatisfied staff deliver poor customer service, losing you revenue and profitability. Added to that, staff turnover is expensive with recruitment and training costs. Now you can find out easily.

### **Staff Retention Index**

The same methodology as the Customer Retention Index is applied to staff, who are asked: "What is the likelihood you would recommend working here to a friend?"

Again, the answer is a rating on a scale of zero to ten, where 0 = not likely, and 10 = very likely. Staff who score 6 or less are detractors and those who score 9 and above are promoters.

The detractors are losing you customers and sales; immediate action is needed to prevent further loss of revenue and goodwill.

CustomerVoice (*continued*)

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**Staff Insights**

Knowing why staff do or do not promote your company as a place to work is important for staff management and recruitment.

From the Staff Retention Index responses, we identify the two extremes: those who score the company 0-2 (Terrorists) and those who score the company 9-10 (Advocates).

Samples from both groups are contacted and asked what you do well and what you do poorly. The results will help you identify the personal attitudes that make up the sort of staff member you want to deliver great experiences to your customers.



*To find out how this unique business tool will make your company more successful, contact the Telarc Customer Service Centre on 0800 004 004 or email: [admin@telarc.co.nz](mailto:admin@telarc.co.nz)*