

DiagnosicsPlus Customer Surveys

Customer Feedback Programs from Diagnosics Plus

Diagnosics Plus can assist your company to assure that your customer feedback data can be translated into actions that increase the value of your products and services to your customers. Diagnosics Plus can conduct customer surveys by telephone, email or the Internet. We do not recommend doing customer surveys with mail surveys because of the low response rate. The three different modes of administration are described below.

1: Customized Telephone Survey

Based on your input, Diagnosics Plus develops a customized survey that is administered by telephone to a list of your customers. The results are analyzed and presented to you with recommendations about the most important areas of your business to improve. Diagnosics Plus facilitates the development of an action plan based on the customer feedback.

2: Email Customer Survey

This option is similar to Option 1 except that the survey is distributed electronically to customers. The survey is imbedded in an email message. The respondent clicks on responses or types in open-ended responses. The surveys are returned simply by clicking on the Return option in their email program. This option requires that customers' email addresses can be provided.

3: Internet Survey

This option is similar to Option 2 except that the survey is accessed at an Internet web-site. The email message requesting participation includes a link to an Internet site from which the respondent would access the survey. This option also requires that you have access to customers' email addresses.

Additional Options:

- Non-customers and former customers can also be surveyed.
- Research questions can be directed toward defining service or product features that will increase value to customers
- Surveys can be done on competitors' customers to obtain a broader perspective on your competitive advantages and disadvantages.

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