

Your customers and partners are your strongest allies... aren't they?

You know who your partners and customers are but do you know how well you are meeting their needs? Do you find the customer who shouts loudest has the biggest input to your strategy? Do members of your team have the proof that you really are better than your competitors?

Giving your customer a voice in determining the decisions you take today and which activities you focus on is vitally important. As is ensuring that you get **balanced customer input that you can use to assist decision-making.**

For over 10 years, Futuresource has been undertaking structured customer and partner satisfaction programmes, helping clients like you deliver effective customer service and strategic relationships by **focusing efficiency on the areas that really make a difference.**

The methodology we will use is well-proven, covering representatives who have a strategic view of the relationship with your organisation to those who have day-to-day or even hour-by-hour contact.

We work with you in a simple but effective six-stage process:

- **Identify** the people whose feedback you need
- **Agree** the topic areas to be covered - including those that will clarify specific issues you are currently debating
- **Develop** a detailed questionnaire including ratings (benchmarking) and open ended inputs
- **Execute** the interviews - in whatever languages are needed
- **Analyse** the results
- **Deliver** the key findings, implications and recommendations

Turn your customers and partners into your strongest allies