



Knowing your Customers, to Better Know your Business

Work organizations have long recognized that their ability to grow and prosper is dependent on the satisfaction and loyalty of their customer base. Understanding the feelings and needs of your customers means that you can create better value for them. Systematically evaluating their feedback is the only way to be sure that you understand your own organization's strengths and opportunities for improvement. Using our CSS gives you the knowledge and insight you need to develop solid customer focused strategies, track your progress over time, and ultimately increase your customer's satisfaction and loyalty.

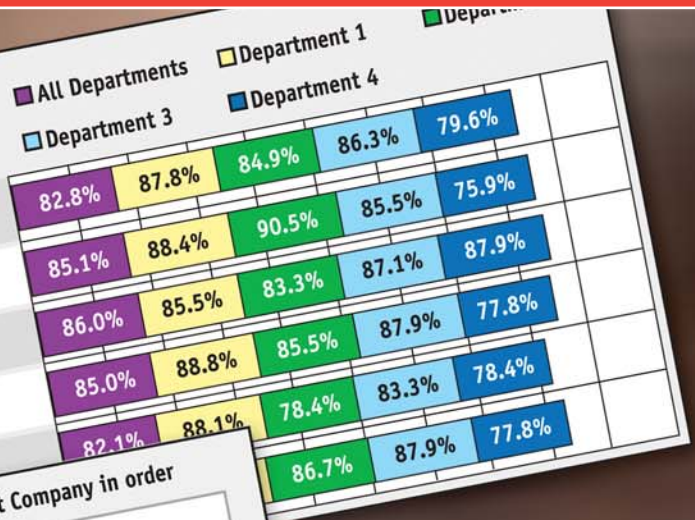
An easy, cost efficient survey tool

- Standard core, based on leading research in customer behaviour and opinion research
- Fully customizable to meet your organization's specific information needs
- A 15-20 minute web or paper based survey
- Reminder and follow up system built right in, ensuring the highest response rate possible
- Incentive system built right in, allowing you to either thank or reward your customers for their time and effort



OSPI Elements are Ranked by Department's Average

	Overall Service providers Qualities Index
1.	Reliability
2.	Responsiveness
3.	Competence
4.	Professionalism



The following graph illustrates the averages, in percent, for each of the 3 indices by Client Company in order from the lowest to highest averages.

RANK	CLIENT COMPANY
1	CLIENT 15
2	CLIENT 35
3	CLIENT 11
4	CLIENT 13
5	CLIENT 42
6	CLIENT 21
7	CLIENT 19
8	CLIENT 4
9	CLIENT 9
10	CLIENT 19

Services & Products Outcome Index, Overall Service providers Qualities Index, Products & Process Quality Index



Comprehensive and Meaningful Reports

- Give you an accurate picture of your organization from your customer's perspective
- Separate report of "in your customers' own words" responses to open ended questions
- Easy to read, colour coded graphs and charts highlight key organizational strengths and opportunities for improvement
- Several types and levels of reports or "scorecards" can be generated, (for example, by department, workgroup, location, etc.) allowing you to "push" results into your organization, where they can best be acted upon
- Allows you to measure change over time and evaluate the impact of your improvement efforts
- Leading consultants in this area can help you to understand and act on the findings



Brock University
Workplace Health Research Laboratory

43 Church Street, Suite 401,
St. Catharines, Ontario L2R 7E1

info@whru.ca 1-800-726-4082

www.whru.ca