BioInformatics

GUIDE TO
CUSTOMER SATISFACTION

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CUSTOMER SATISFACTION BY THE NUMBERS

Customer satisfaction (C-Sat) research is crucial for businesses to understand customer needs, improve products/services, and foster long-term loyalty.

COMPANY INVESTMENT

- **80% increase** in revenue for companies focusing on customer satisfaction (Zippia)
- **90% of businesses** (regardless of vertical) have stated they are making customer satisfaction their primary focus (CX Index)

CUSTOMER EXPECTATIONS

- **49% of previously loyal customers** have left a brand due to poor customer satisfaction (Emplifi)
- **72% of customers** want immediate service (Zendesk)

TOP 5 REASONS TO IMPLEMENT C-SAT

Implementing C-sat initiatives are important drivers of business success. Here's why:

✓ Build rapport with customers

✓ Increase customer retention

✓ Identify hidden unhappy customers

✓ Product development

✓ Track progress over time

3 KEY AREAS TO EXPLORE

CUSTOMER SUPPORT
How do your customers perceive the support they receive from your team?

PERFORMANCE
Are your products and services meeting your customers' expectations?

EASE OF USE
Do your customers feel they can utilize your products and services easily?

C-SAT IN ACTION: A MINI CASE STUDY

We conducted a Quantitative VOC to assess satisfaction across critical areas such as equipment performance, training, service, and sales processes for one of our customers. Analyzing the results yielded real-time identification of "Red Alerts" to proactively address previously unnoticed customer dissatisfaction and strategic recommendations for moving forward.

ACTIONABLE INSIGHTS:

1. Application Training
Increase the allotted training time for improved understanding of utilization.

2. Sales Experience
Sales team needs to spend more time understanding the customer's specific needs to differentiate themselves from competitors.

3. Service Experience
Iimprove immediate problem-solving capabilities (instead of call-backs).

Contact us today to embark on your journey toward enhanced customer experiences and sustainable growth!