

Customer Relationship Survey

Knowledge for business improvement

What is the problem?

To maintain and improve performance a company needs to understand three key groups of people – Customers, Partners and Employees.

Individually what each of these groups think is important, however understanding all three groups together allows a company to focus on aligning these groups with their objectives.

How much do you know about your customers' views?

- Why they are a customer?
- Are you doing a good job?
- What else you could do for them?
- Do they understand what you do?
- Why they might leave?
- Would they recommend you as a supplier?

How much do you know about your partners' views?

- How motivated are they to work with you?
- How well you support them?
- The value they see in the relationship?
- How you could generate more business together?
- What they think you actually do?
- If they would recommend you as a partner?

How much do you know about your employees' views?

- Do they understand the company's objectives and its products/services?
- How they could help the company to be more productive?
- How highly they value your customers?
- Where processes could be improved?
- If they plan to stay with the company or not?
- Would they recommend you as an employer?

How Branch can help

Branch has the experience and tools to work with you and understand your business objectives. This allows us to put together specific surveys so that you can understand what your customers, partners and employees really think and how that relates to your business objectives. We use on-line tools so that costs of implementation, management and reporting are reduced. We will manage the process from understanding your company and defining the types of questions to be posed; through assimilating the surveys and ensuring they are completed; to aggregating the results and making recommendations.

Why work with Branch?

Branch was launched as a specialist provider of consultancy and support to the IT community. Its employees have all worked extensively in the industry and understand and appreciate the challenges and issues faced. We work hard to provide practical solutions to business problems.

Next Steps

For further information please e-mail us at info@branchgrowth.com or call **01189 166 884**.