

CUSTOMER SURVEYS MADE EASY

TURN CUSTOMER ANSWERS INTO PRODUCTS AND SERVICES THEY WANT



Doing customer surveys is a sure fire way of measuring your business performance. In the past they have been difficult and cumbersome to do. Now thanks to new computer technology customer or employee surveys can be done easily. Surveys can be either attached to your website, sent by email to selected clients or done in hard copy. (The latter is more costly as the processes require printed materials and replies sent back in hard copy.)

Fast rapid responses to market conditions is a must in today's highly mercurial and competitive marketplace. We deliver just that. Want to now more?

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How does all this work?

Thanks to the internet there are companies who have invested heavily in designing software that allows for marketers to do surveys quickly and efficiently.

- A questionnaire is designed to provide you with the answers you need. Beware, that you do not design the survey in such a way to give you the answers you want. ***Surveys are about the good, the bad and the ugly. Survey design needs to be done in conjunction with us to ensure that your questions are structured properly.***
- Each template is designed to suit its application i.e. is it for your website, to be emailed to selected clients or, is it to be in hard copy format. The latter is the without doubt the slowest way but in many cases dependent on the recipient group can be the best.
- For example if your target market is young people then it is highly possible that emails will be the best way to get their cooperation. The templates can be creatively designed to suit the youth market and whilst no assurances of responses can be given, if the planning of the template is well done then there is every chance it will give you results to get a true reading of what is happening in your marketplace.
- Conversely, if your target market is older people where the use of computers or email is probably weak then, it is possible that hard copy mail outs are done and responses mailed back via a self addressed envelope. It is more costly, but the participation rate could be significantly greater if done this way.
- Results come back to us at Wisdom Marketing either by email (and in strict confidence - we will never divulge the sources of the answers) or by mail and keyed into the software. Results are tabled and sent to you in the formats shown.

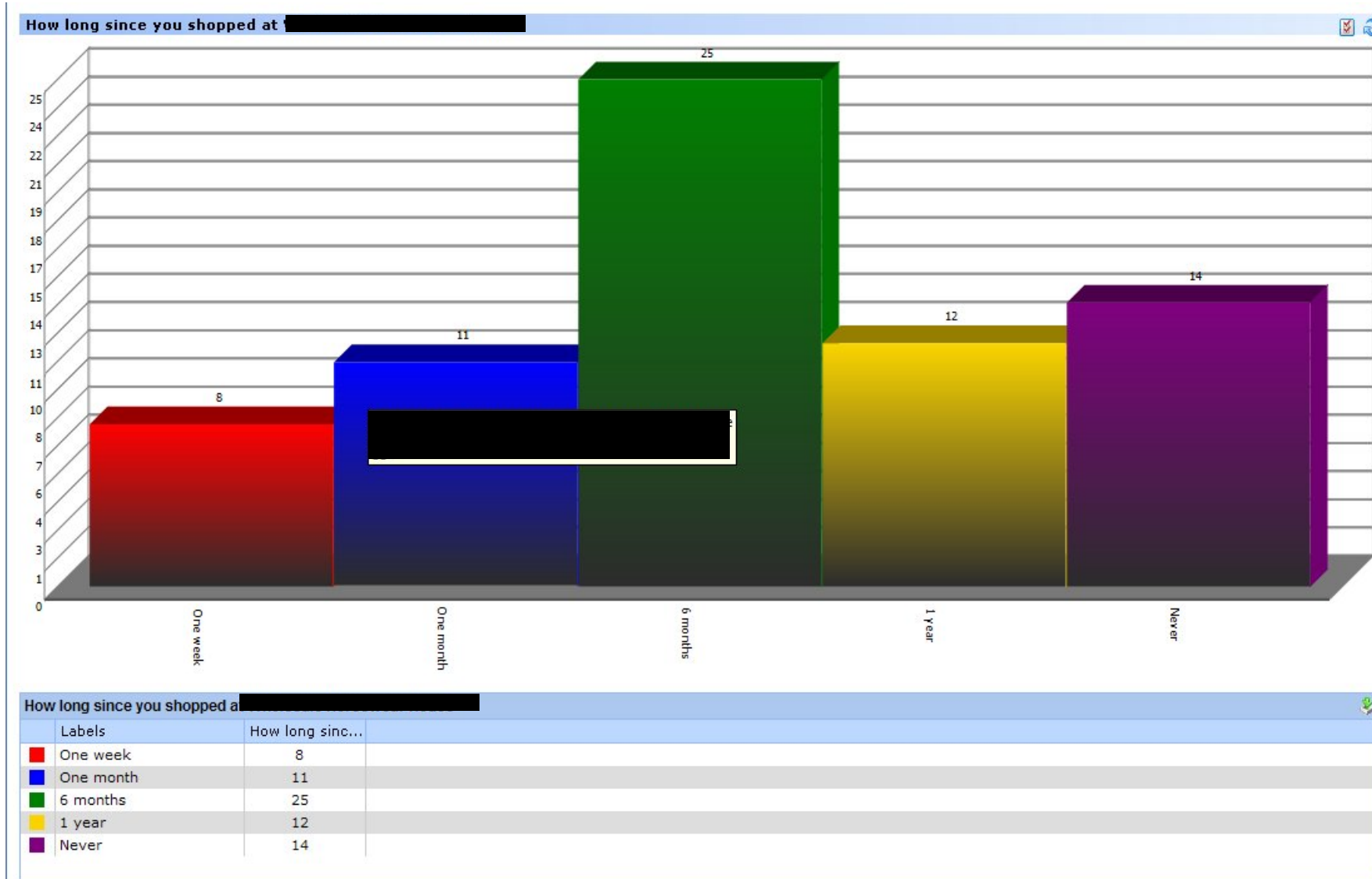
- The alternative is to place the survey on your website and have your browsers take part in the survey. We can monitor and provide support for all of this.

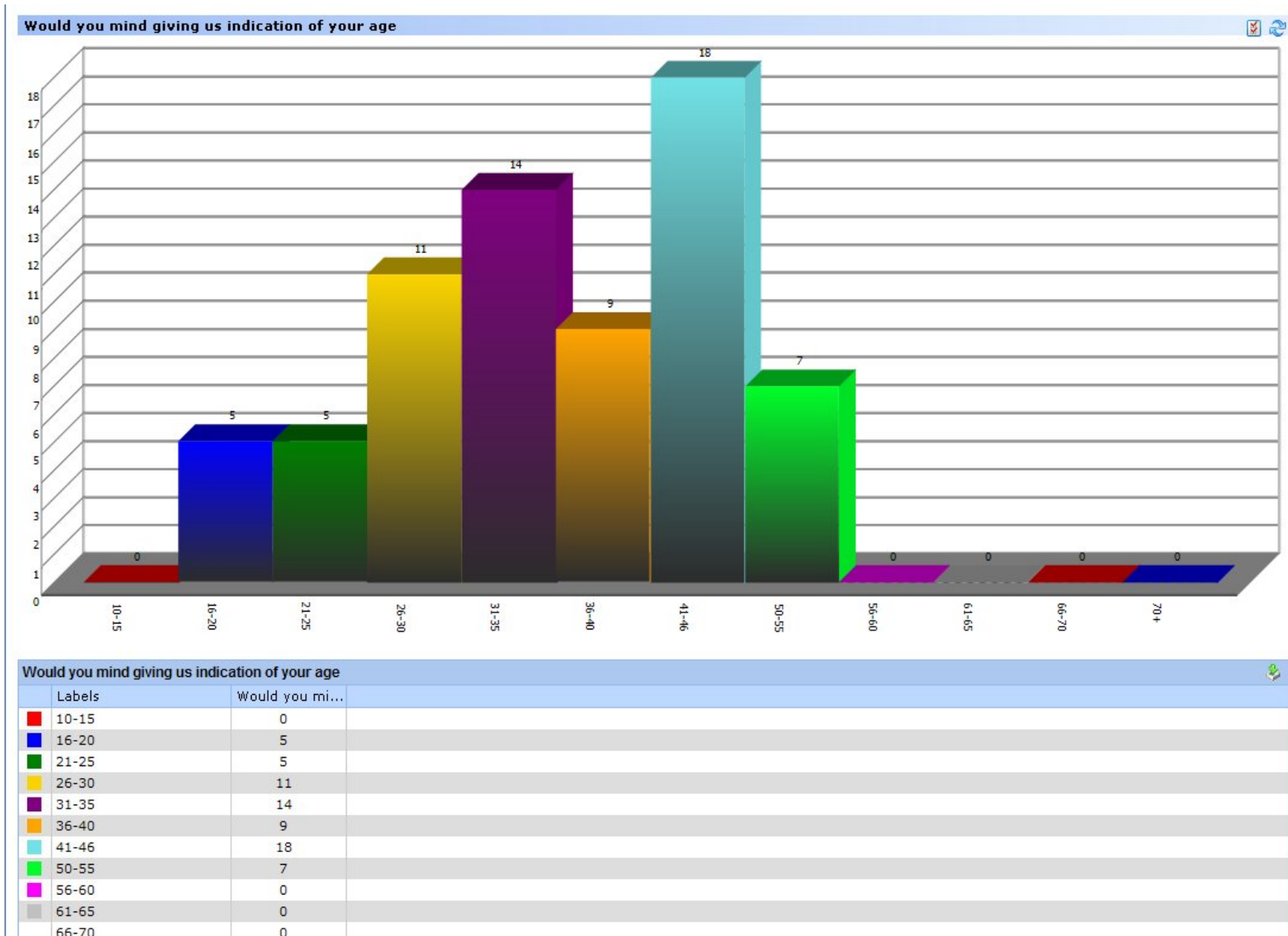
Costs
On application

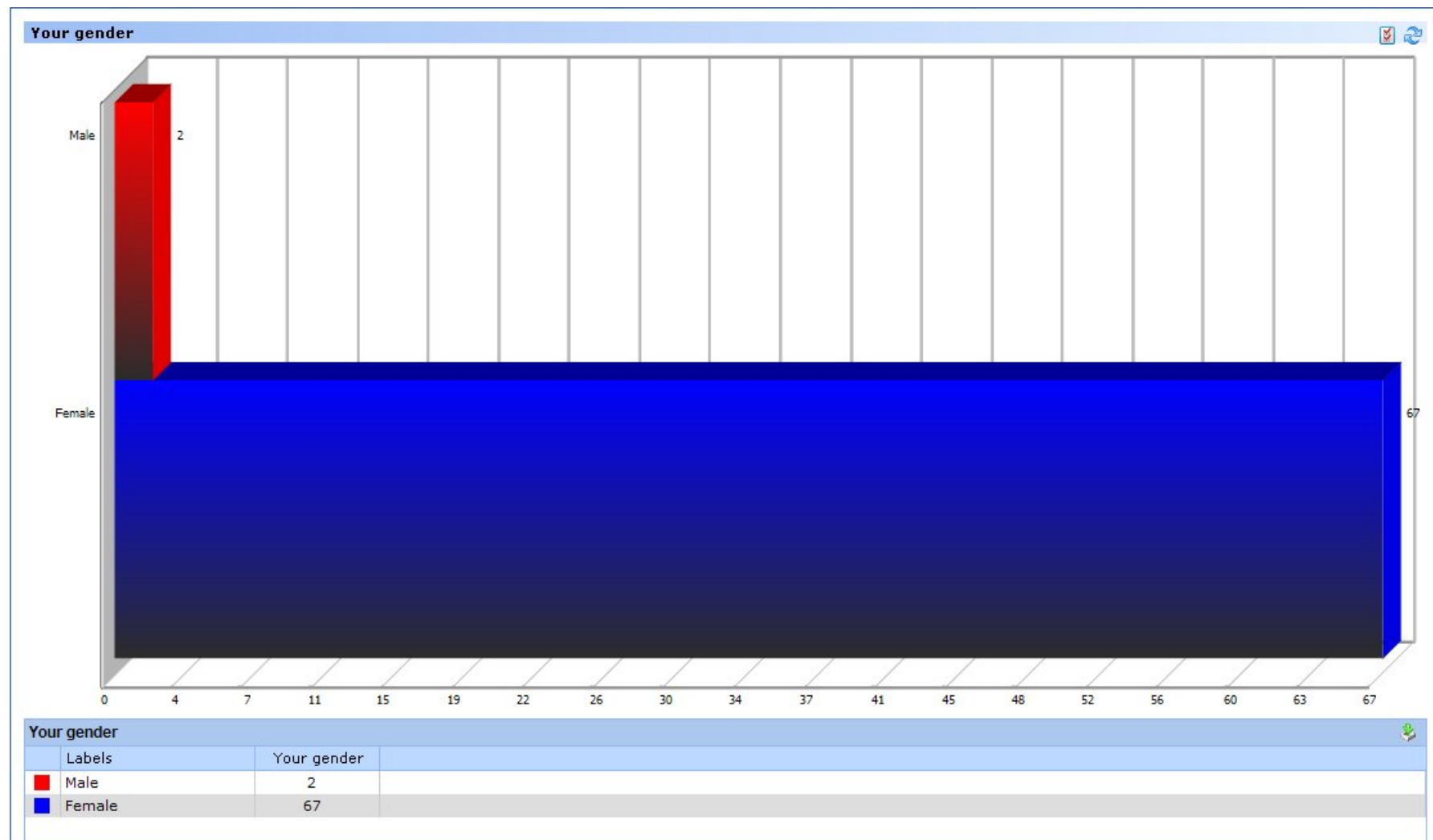


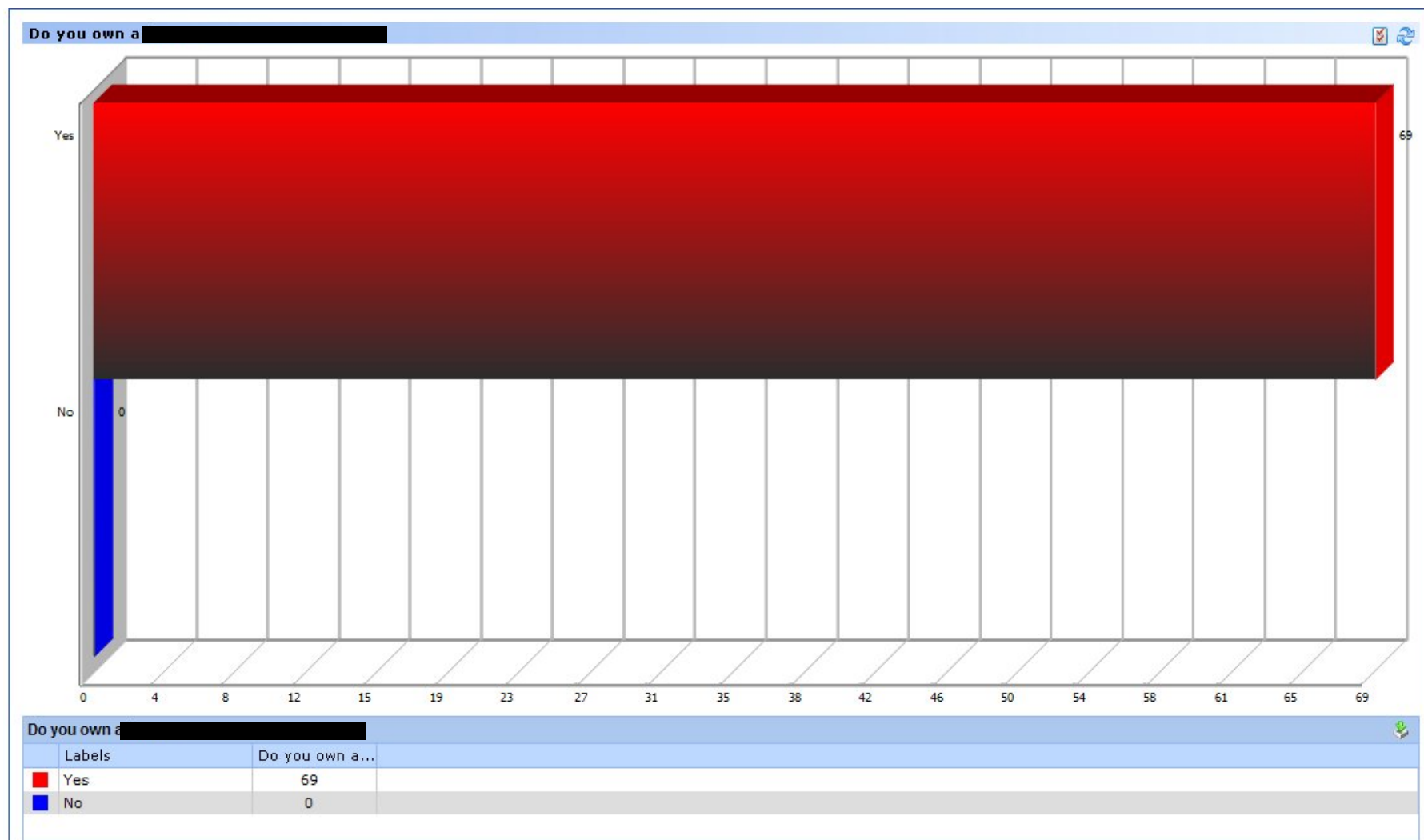
See following pages to see how data is presented.

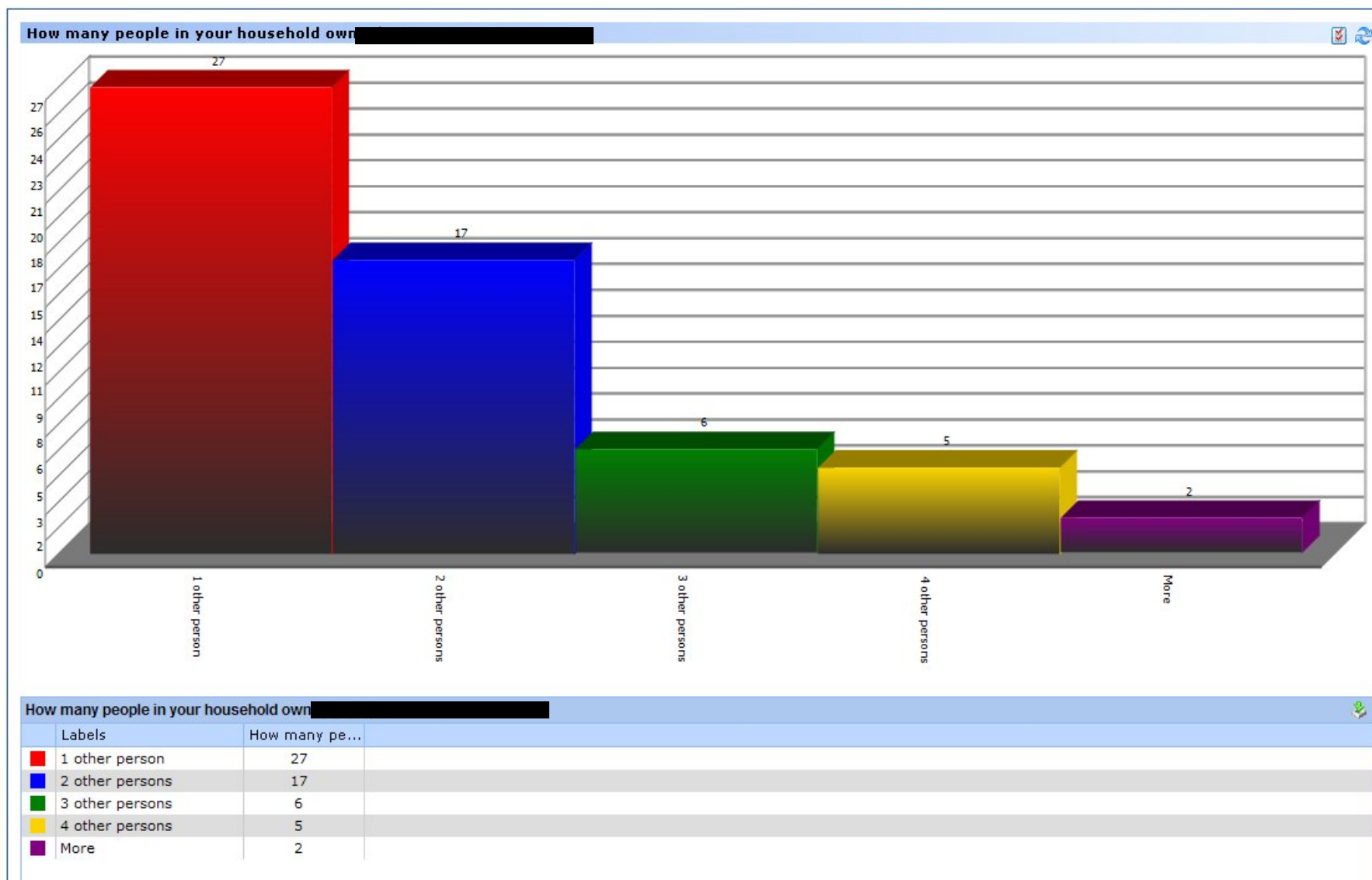


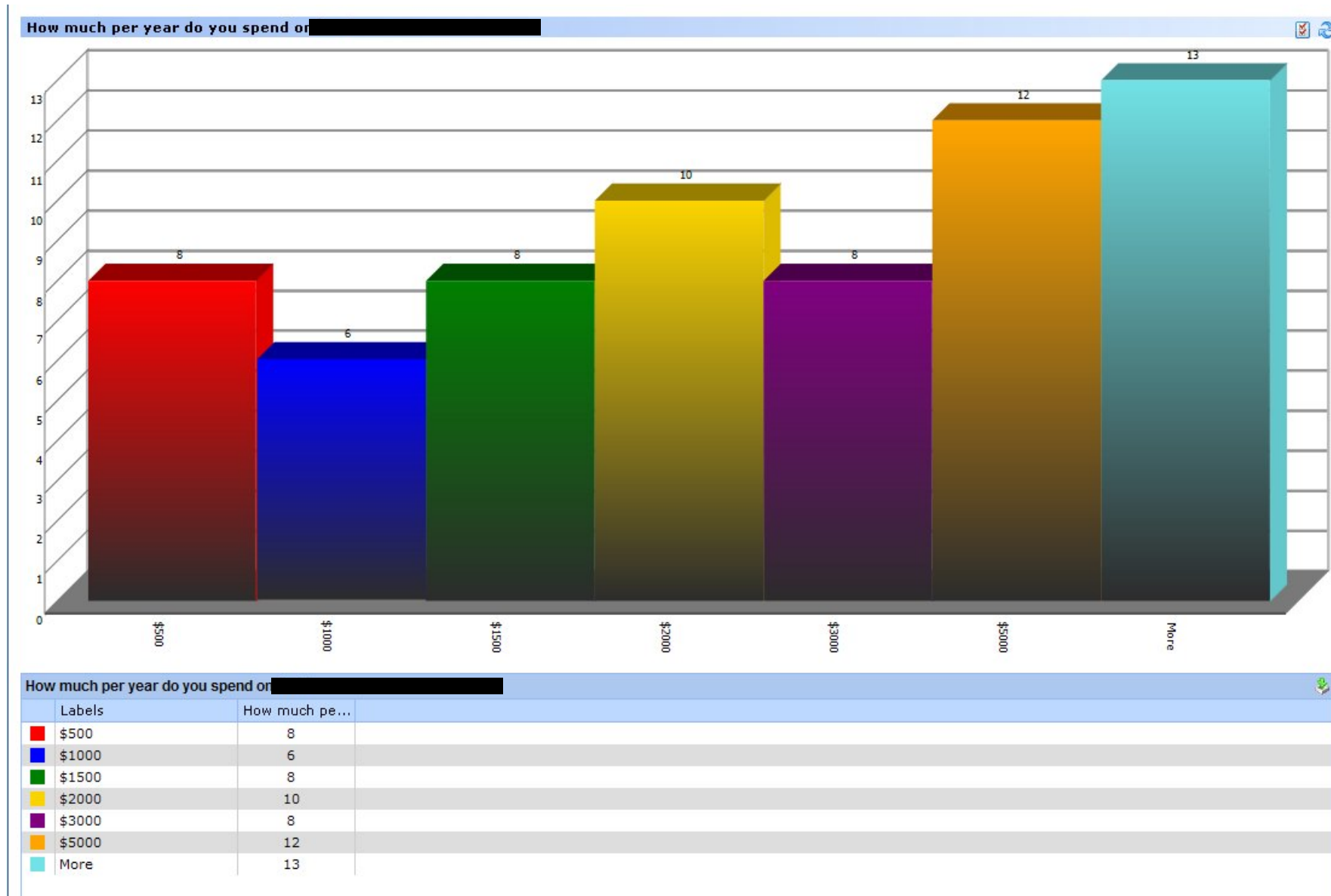


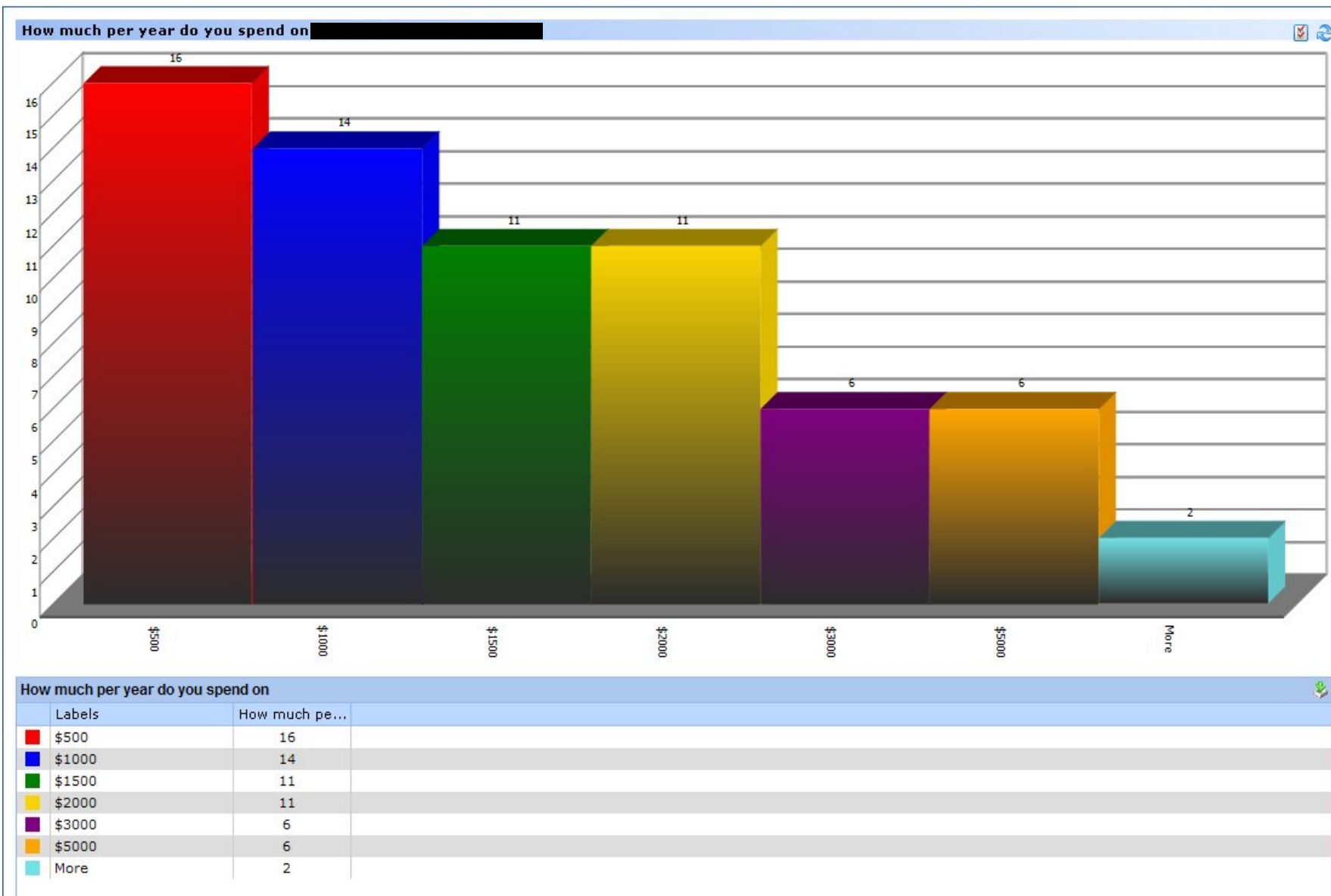


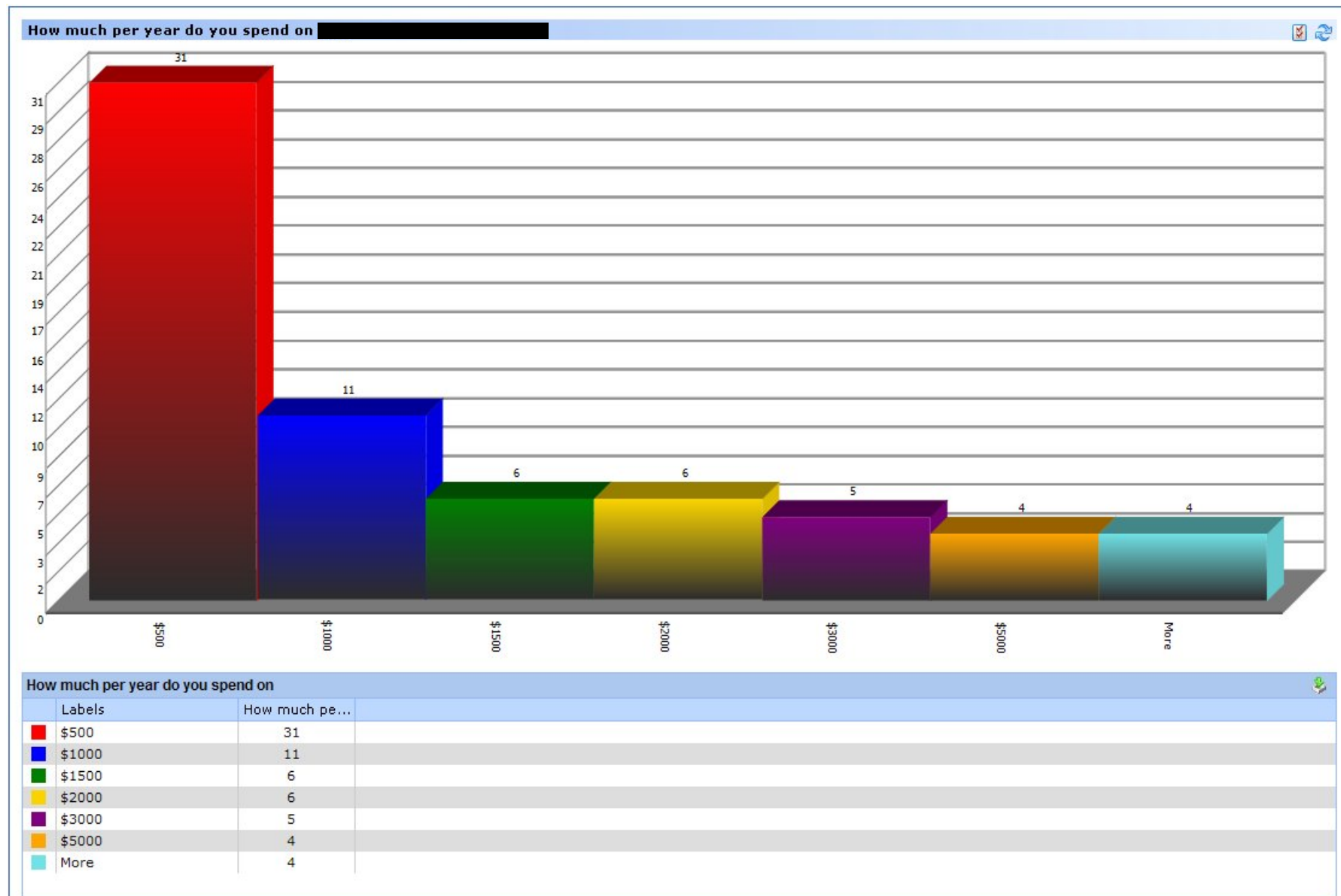


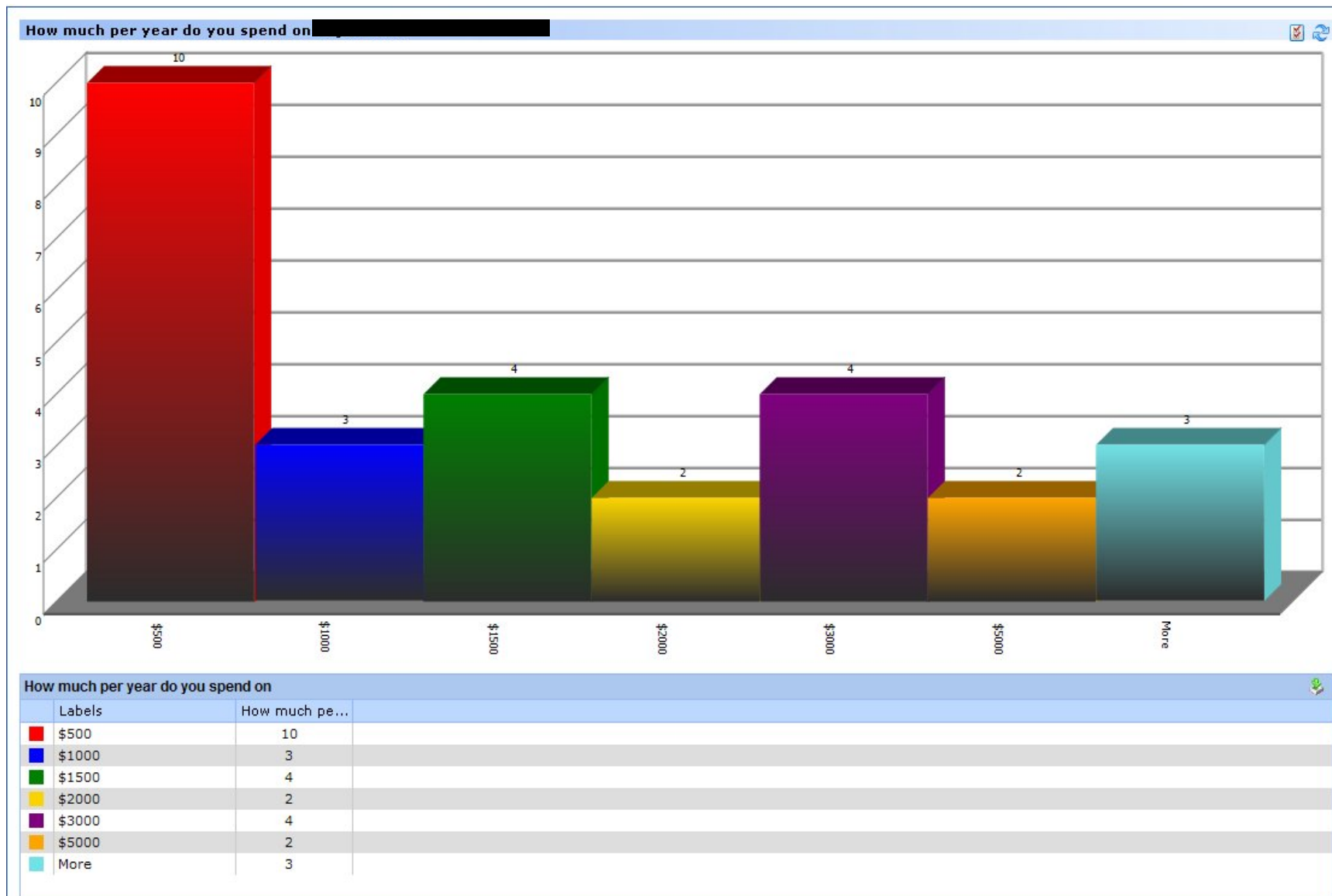


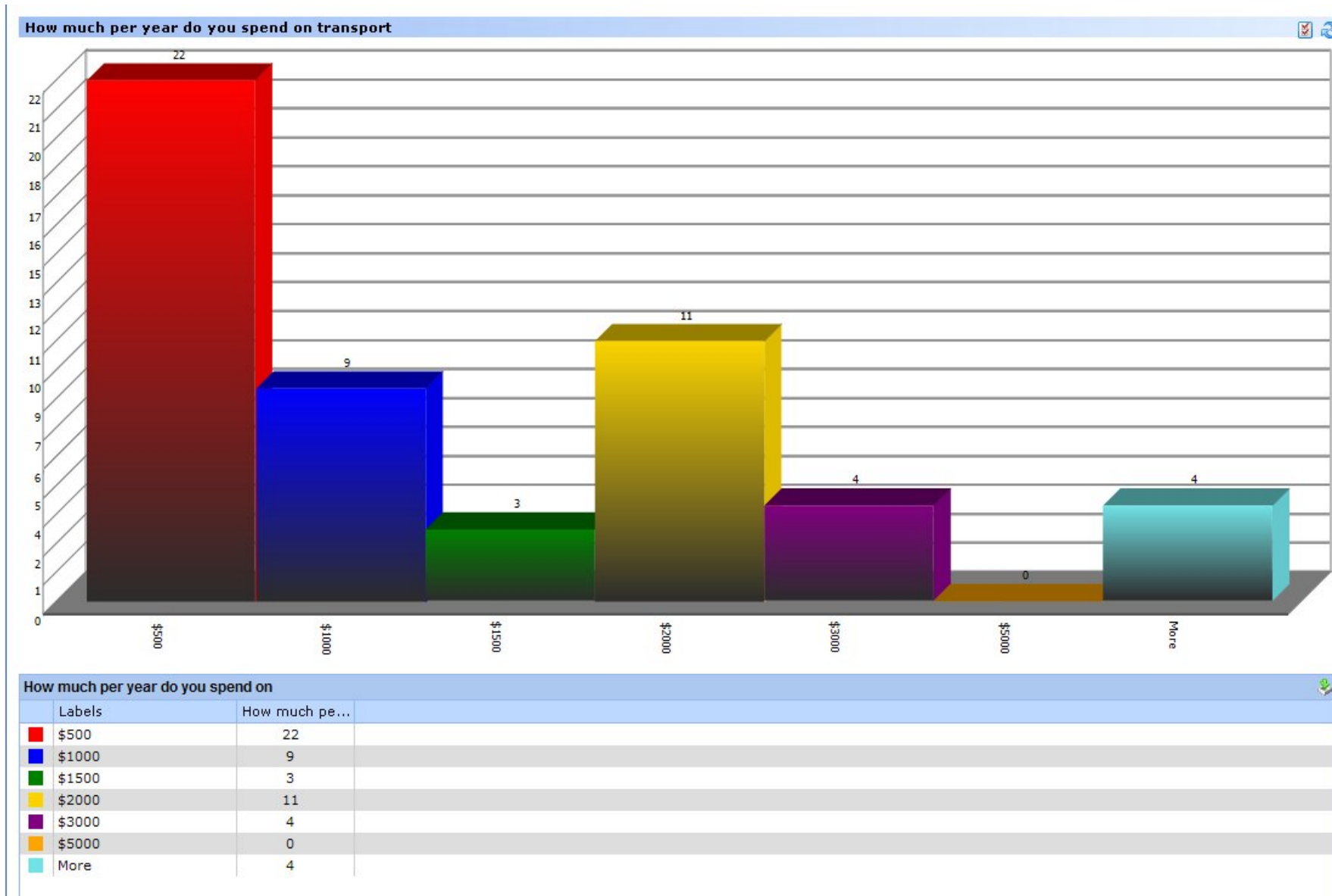


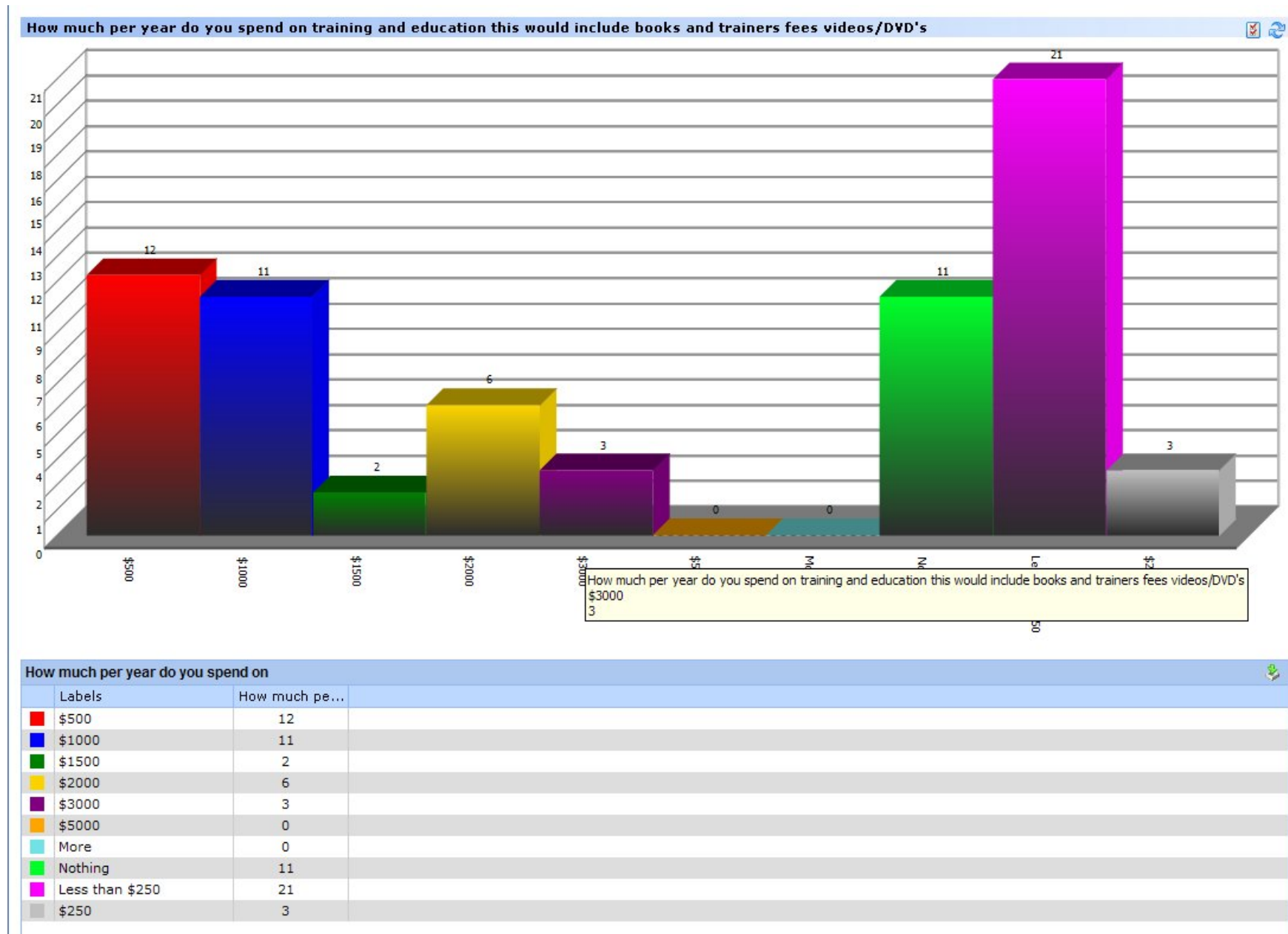


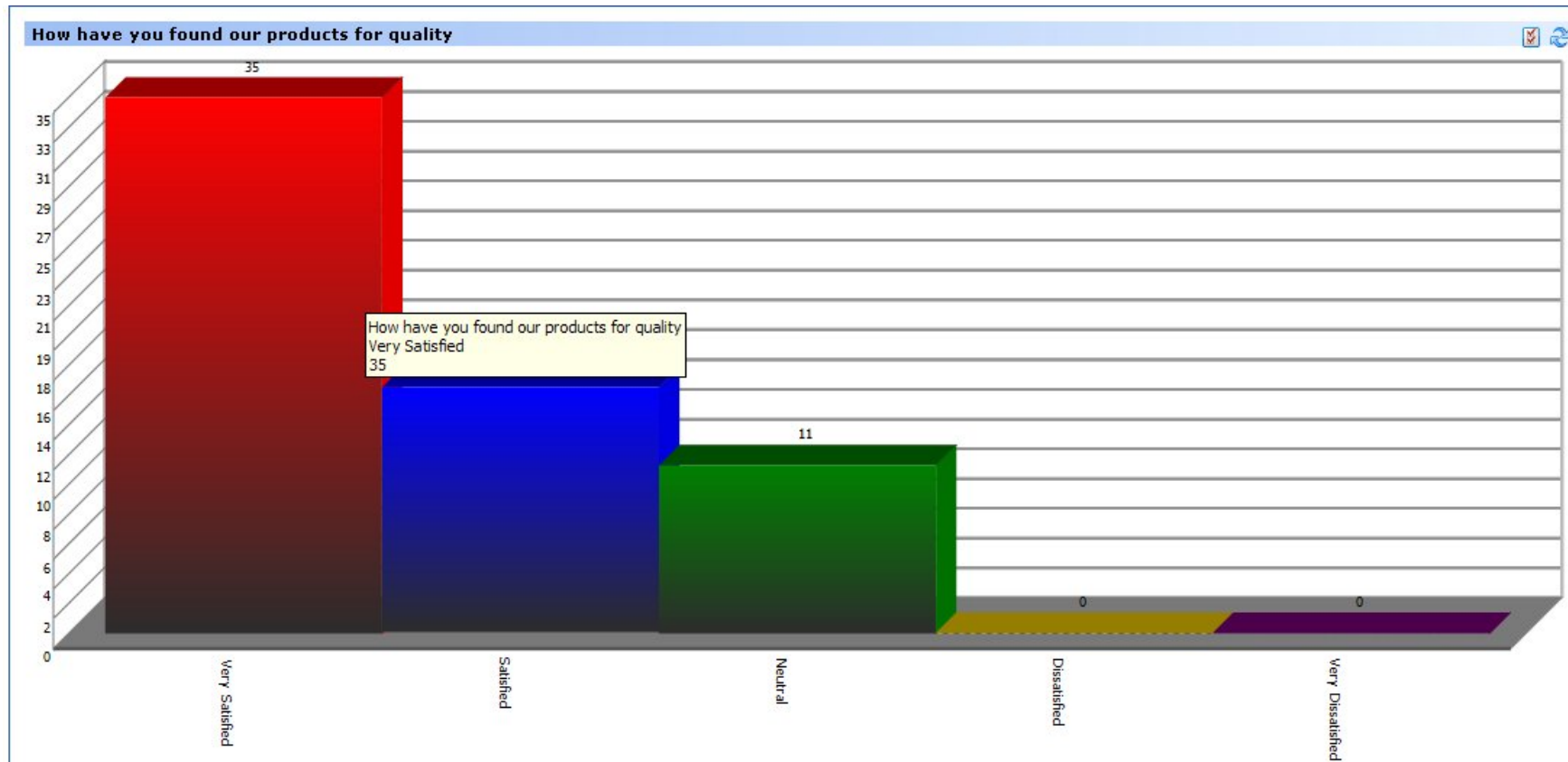






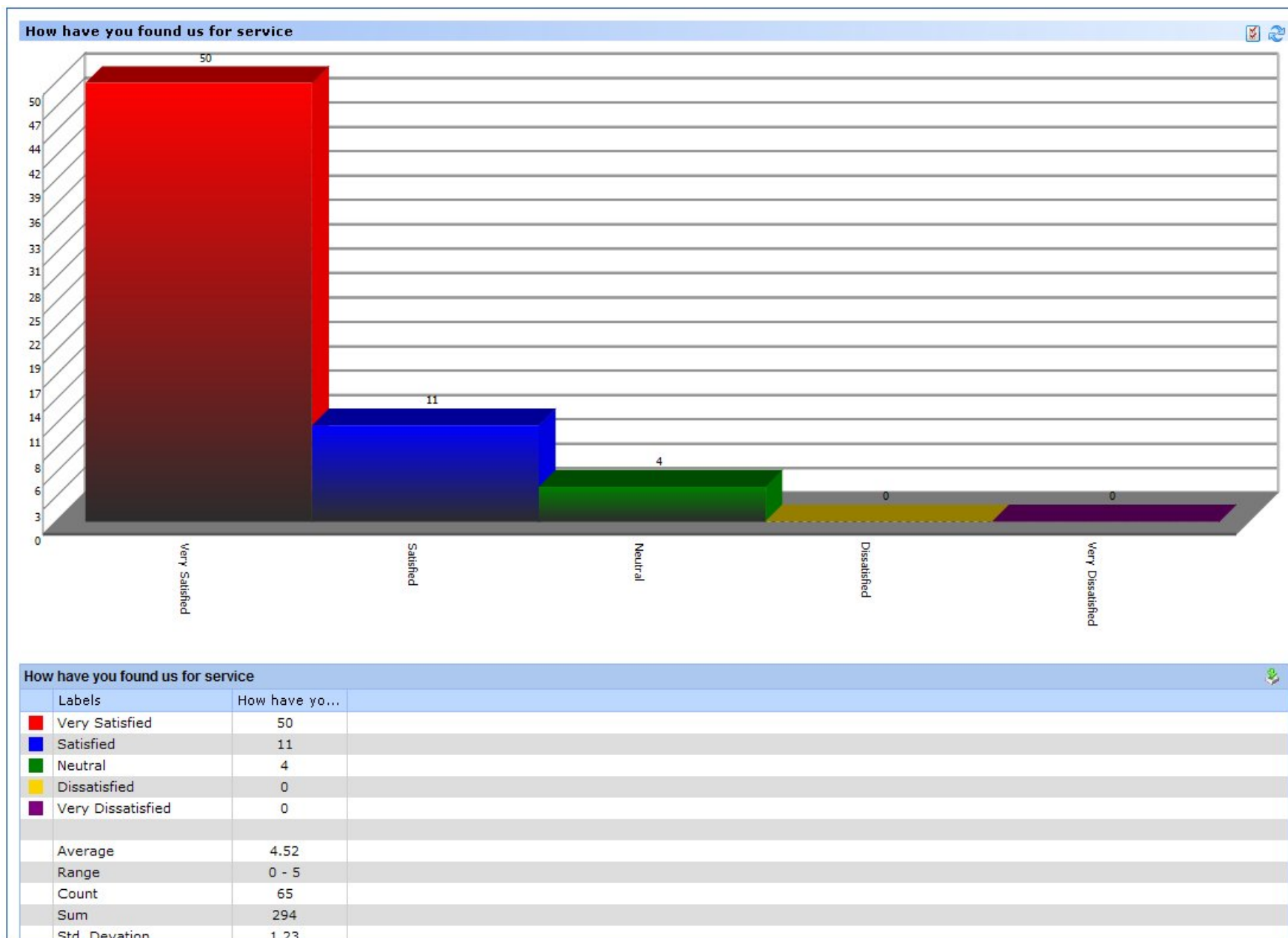


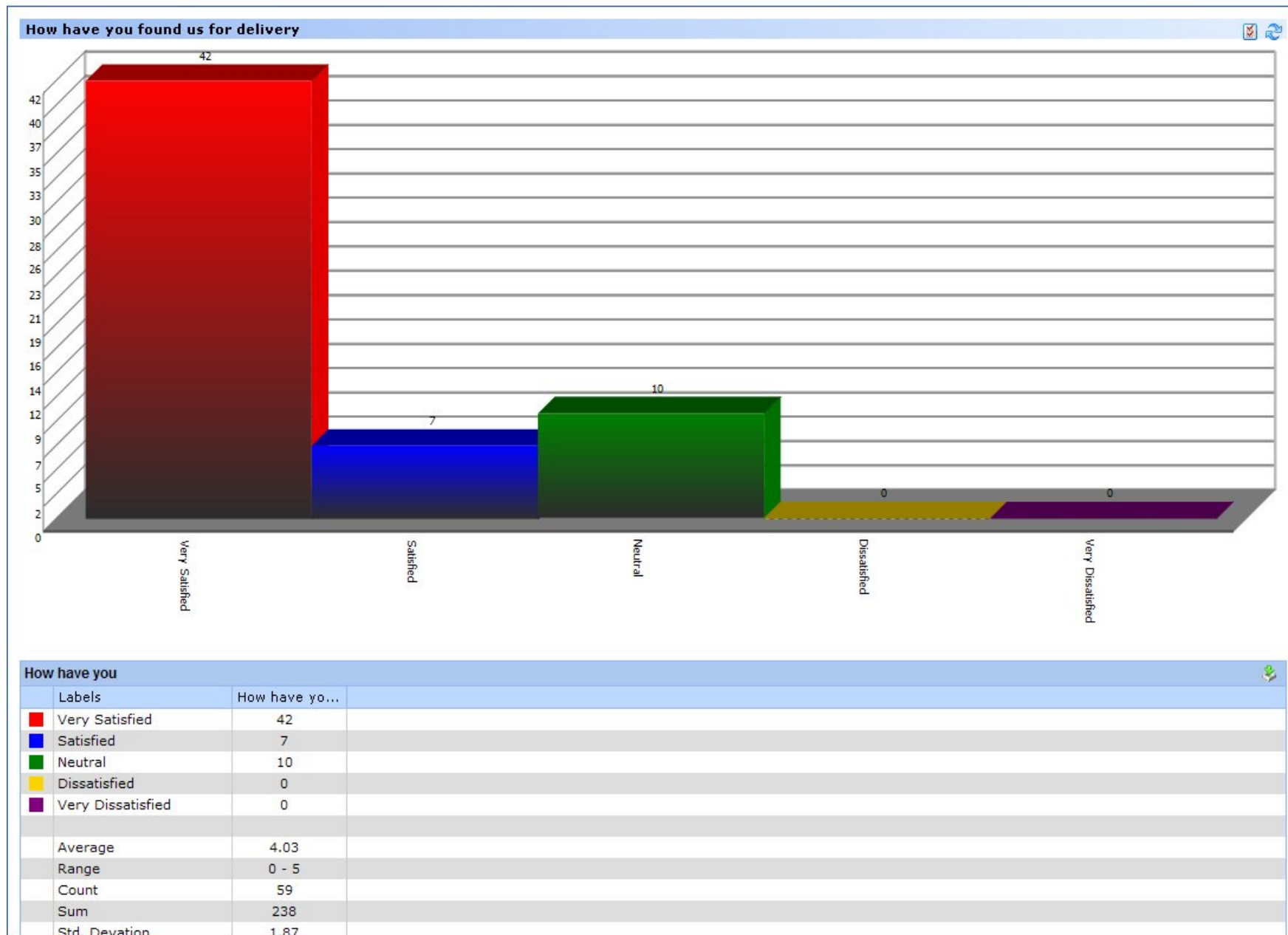


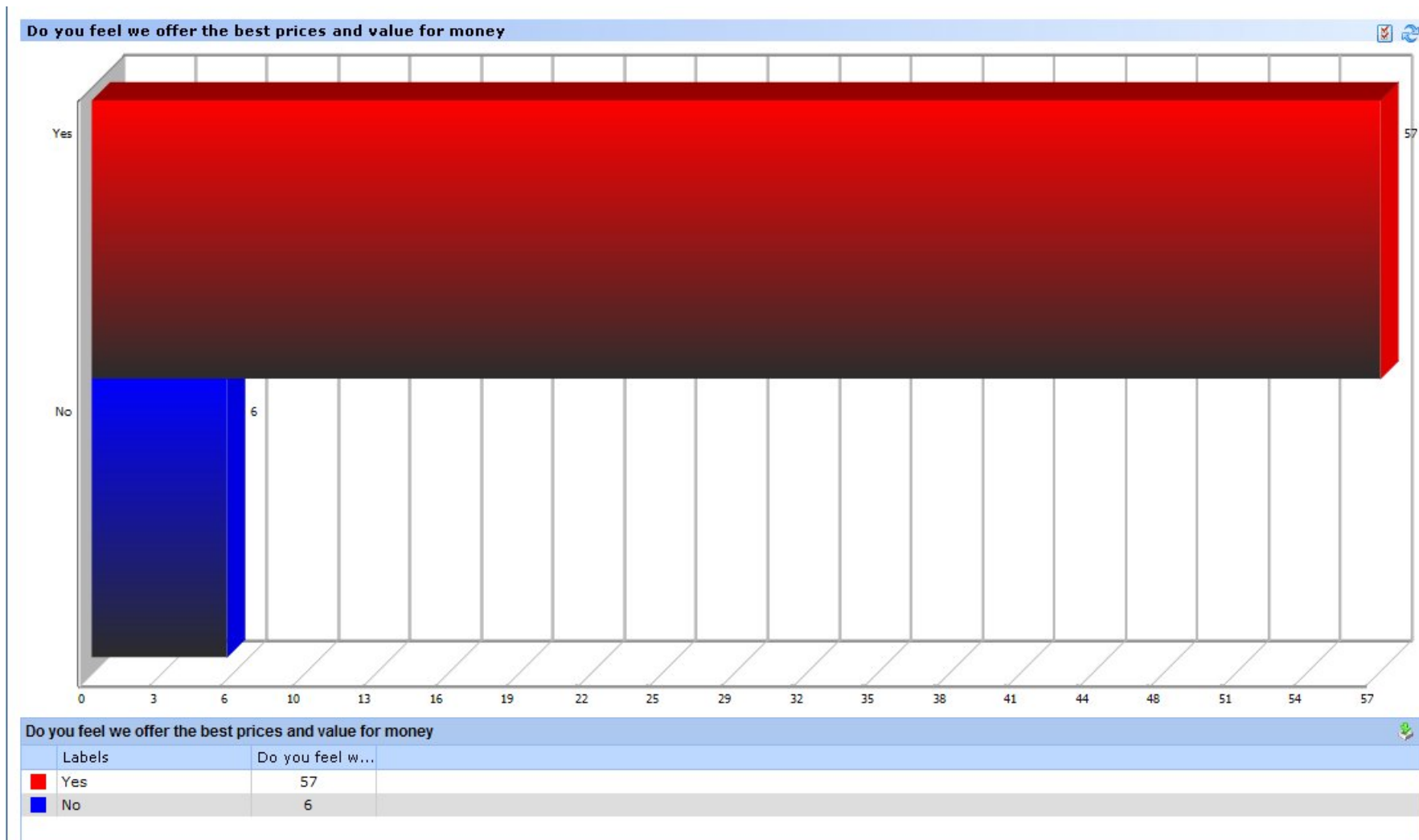


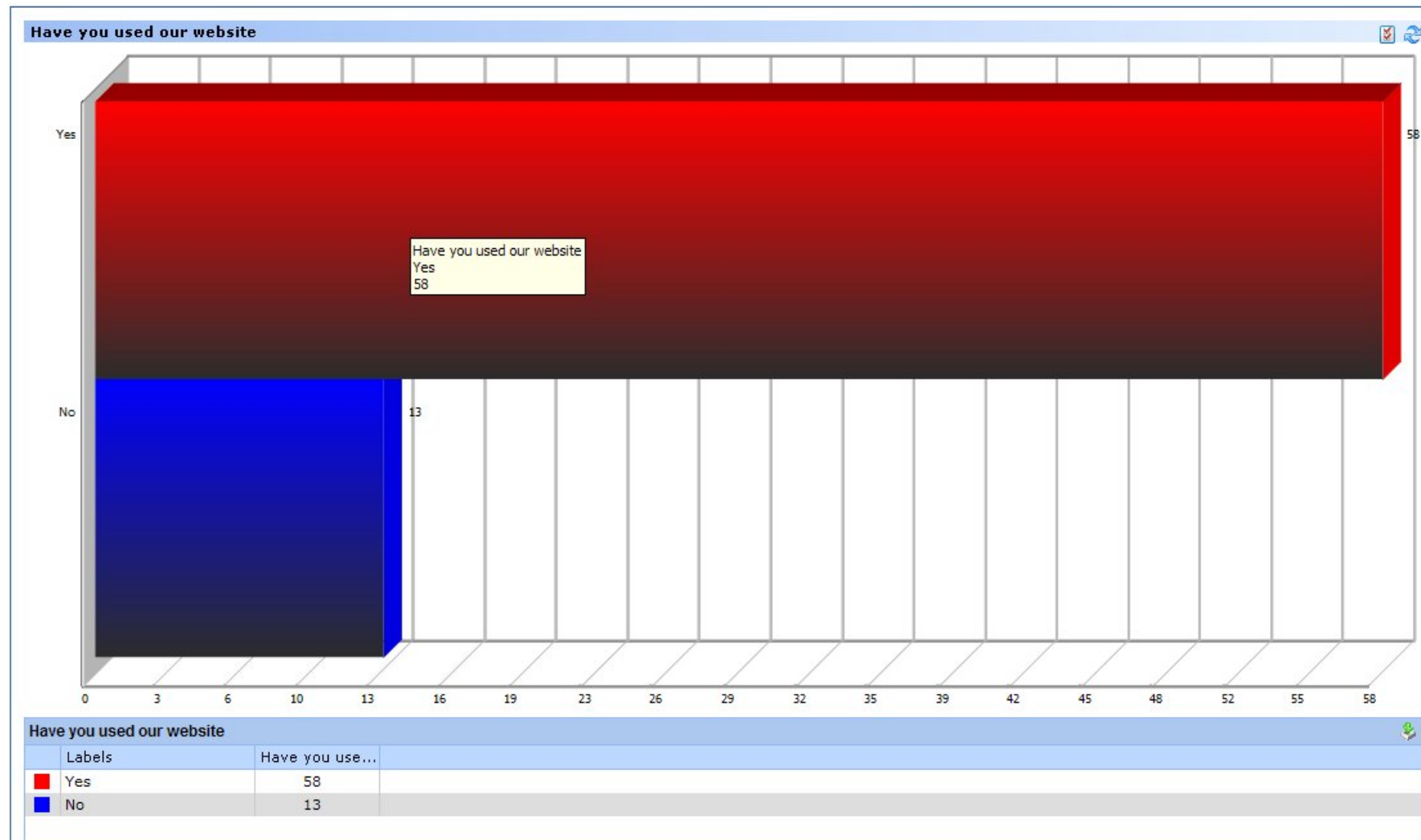
How have you found our products for quality		
Labels	How have yo...	
Very Satisfied	35	
Satisfied	16	
Neutral	11	
Dissatisfied	0	
Very Dissatisfied	0	
Average	3.85	
Range	0 - 5	
Count	62	
Sum	239	
Std. Deviation	1.85	

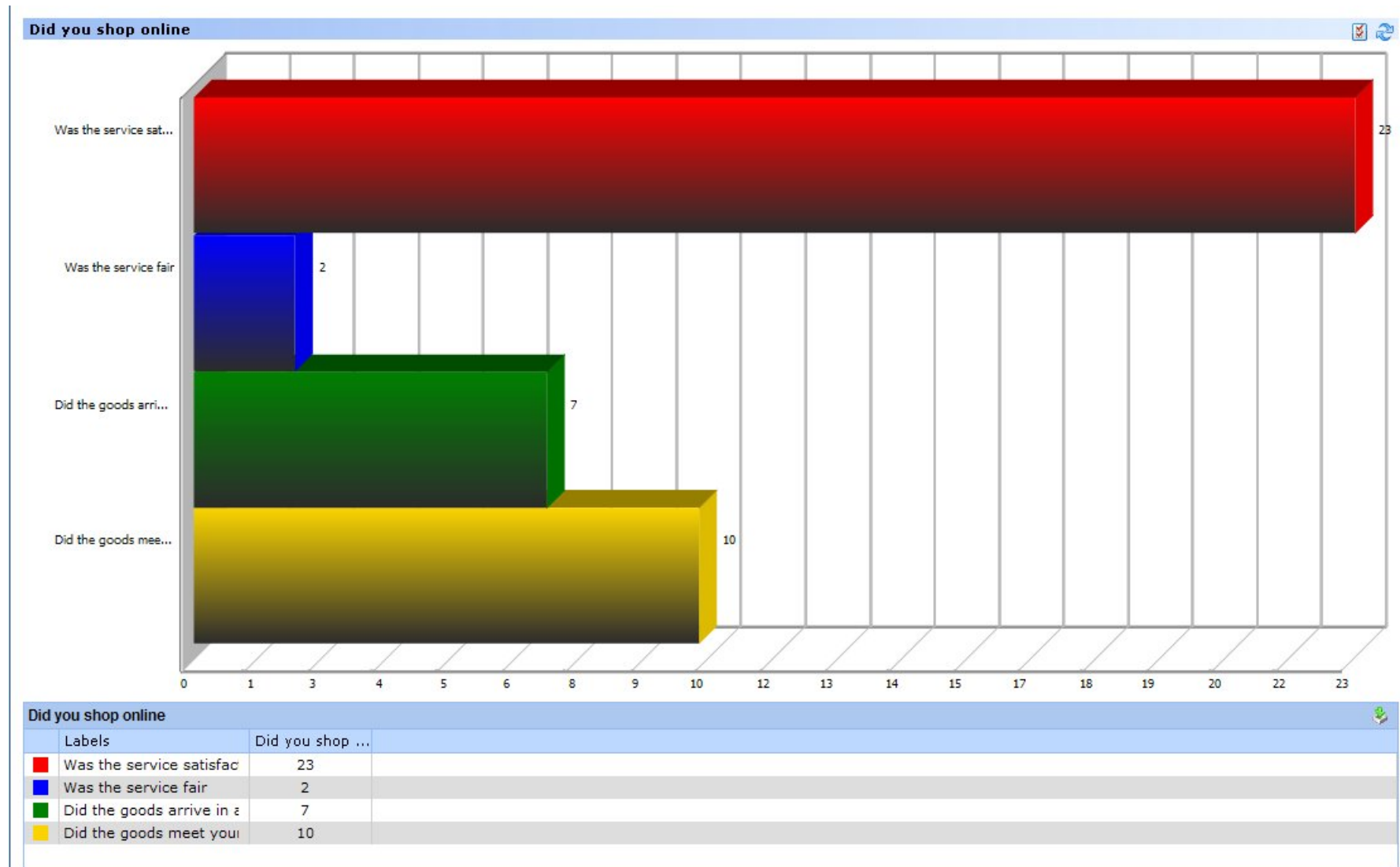


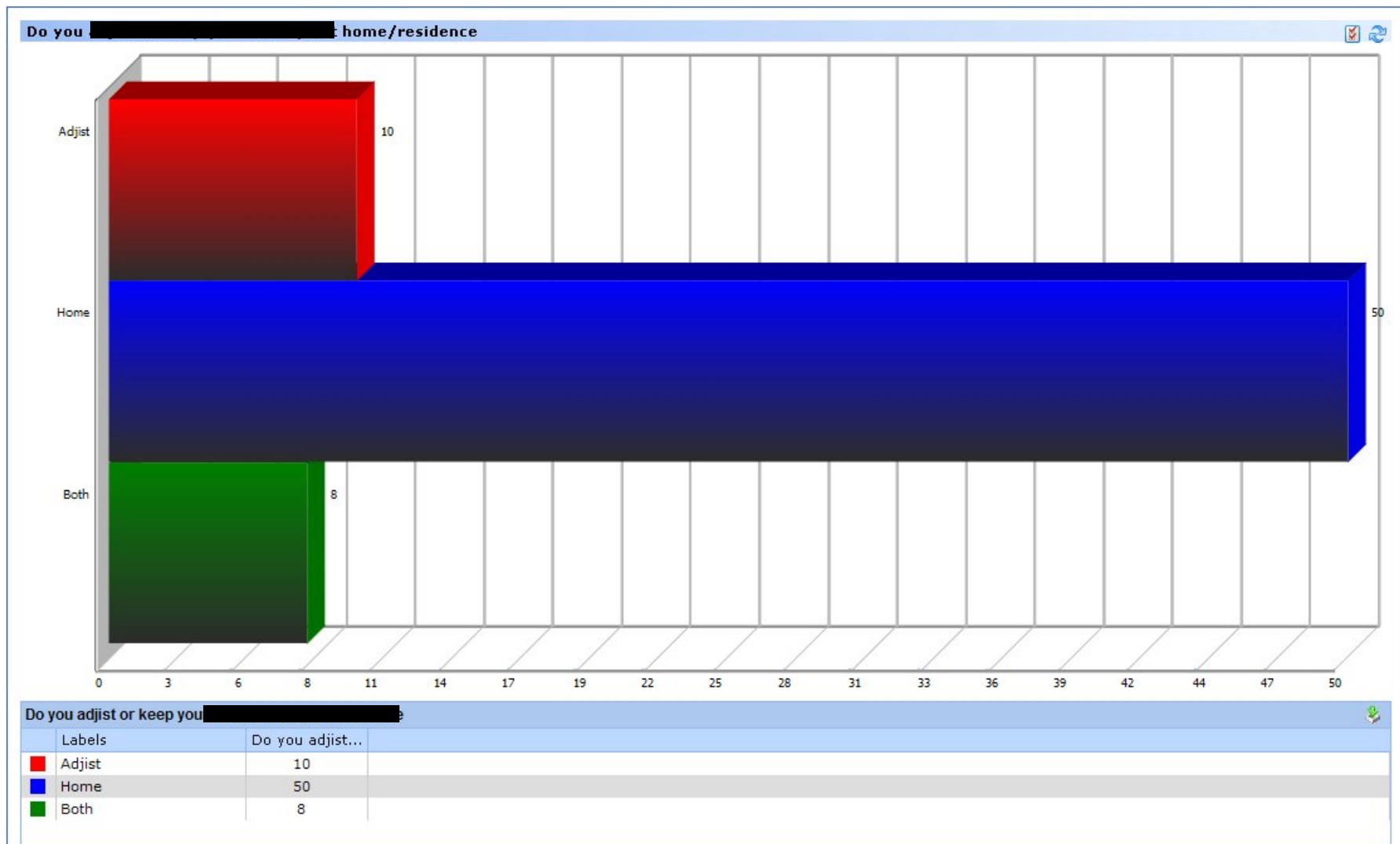




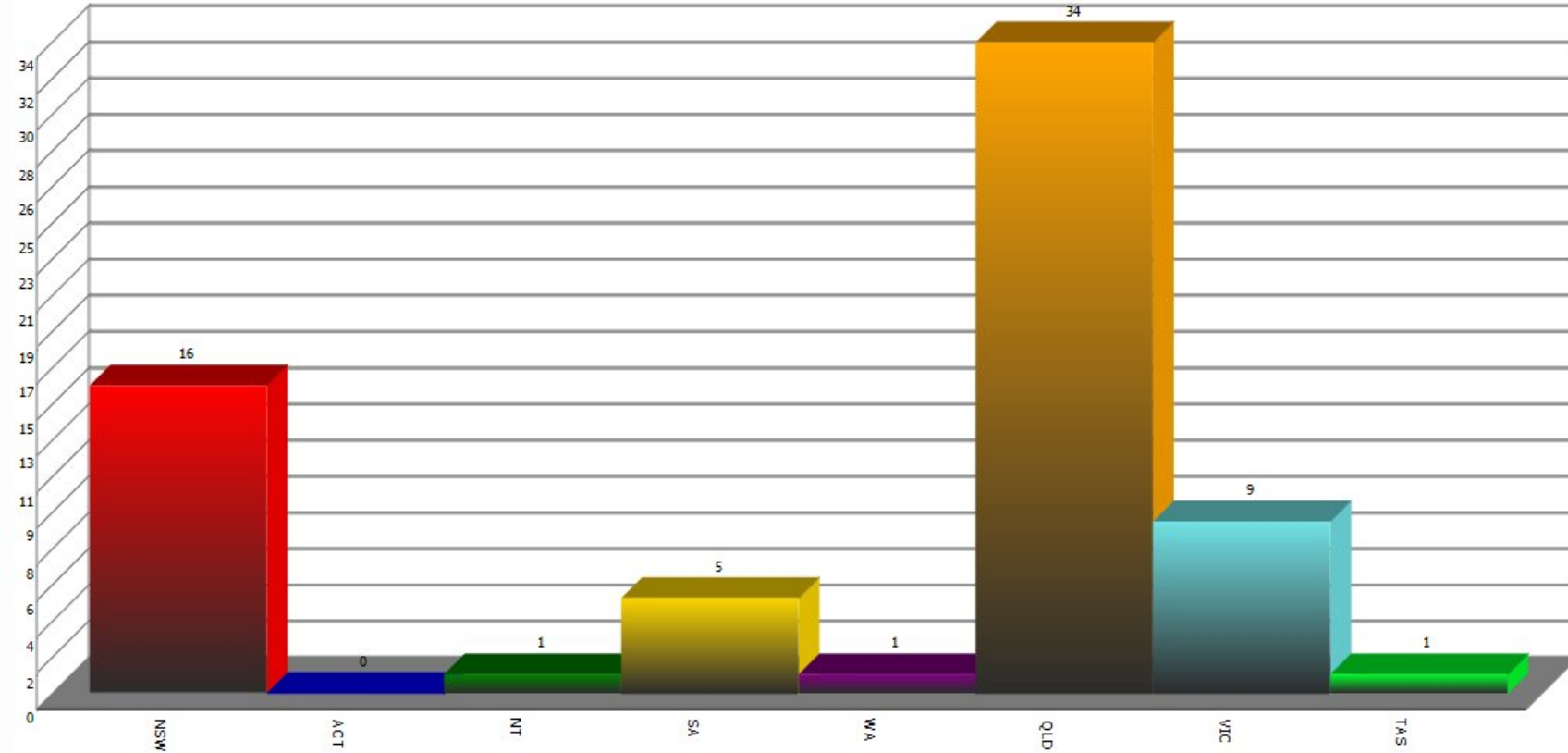








Which part of Australia do you live in.



Which part of Australia do you live in.

Labels	Which part of...
NSW	16
ACT	0
NT	1
SA	5
WA	1
QLD	34
VIC	9
TAS	1



