



Satisfaction studies

Scope

High satisfaction products and services lead to loyal customers and through "word-to-mouth" new ones. 1WR proposes satisfaction measurements that should be a continuous process and distributed in various formats for different internal users.

1WR proposes tools designed to follow quality perceptions of your products and those of competitors. This comprises follow-up of repeat and non repeat purchasers. Diagnostics are also provided upon non repeat purchasers to help you make corrections.

Production

Based upon your needs and budget, we can customize an enhanced solution or new satisfaction monitoring program.

We consider in house solutions for monitoring self completed questionnaires as well as exterior solutions through:

- qualitative depth interviews and/or focus groups,
- quantitative personalized internet or telephone interviewing

When physically possible, clients are encouraged to visit field operations and in all case proactively help during briefs.

Once fieldwork is completed, tables with difference tests are produced, eventually with more sophisticated analysis.

Reporting

Reporting respects scheduling and the various stages of a study.

A typical study comprises:

- a presentation of analytical findings with summary and recommendations, discussed and prepared with you.
- various reports for various users introducing the methodology, the study and its objectives, its summary and recommendations, its main analytical/question sections and appendices.
- summary tables are produced either as Excel spreadsheet tables or in Word files which highlight differences through significance tests, as well as for various splits: specific targets, segment groups and other company or organizational characteristics
- listing of the open-ended question verbatim answers and their translation in English
- eventual exports and related project files
- fieldwork details and appendices

Showcase: Satisfaction monitoring of various lab/radiology customer types

Background

The objective was to monitor customer satisfaction of specific medical products in North America and in various European markets with over a 1,000 existing customers, more specifically composed of lab/radiology physicians; specialist managers or endovascular radiology managers; specialist technologists/nurses or radiologists; administrators of specialist units.

Sampling and methodology

A specialized call centre in the London area was used with trained medical interviewers. Training was provided by client and 1WR also using some telephone interview exercises. This “global” team was internationally consistent, continuously used and cost effective.

Computer assisted telephone interviews (CATI) were conducted upon quota based upon customer types provided to us by client in house customer list.

Reporting

Reporting included data under various formats and dissatisfaction verbatim text files. As a continuous operation, results were maintained on a client research project management software (Reflect©) so teams perform further or specific analysis when required.

Quality

On site by supervisor, managers and clients.

Source: <http://www.1wr.net/b2b/satisfaction.php>

Request a presentation or a quotation: enquiries@1WR.net or for further information call
Alexandre Khan, 1WR Director, on + 33 6 77 84 16 81