



Customer Satisfaction & Loyalty Surveys

Most companies don't need to spend more money to improve the customer experience; they need to invest those resources more wisely.



And while using intuitions or gut feelings may be convenient shortcuts when deciding where or how to improve, they're risky methods for engineering a sustained, optimal return on your customer experience investments.

The CCMC method – replacing anecdotes with sound science – is a fact-based approach to improving the customer experience and increasing customer satisfaction, brand loyalty, and positive word of mouth advertising.

Tailored to meet company-specific objectives, CCMC's Customer Satisfaction & Loyalty Surveys monitor the overall customer experience, specific "moments of truth" transactions or customer interactions with your contact center and other touch points.

Business to business or business to consumer?

Private or public sector?

Domestic or international?

Fortune 500 or start up?

Never conducted formal surveys or Malcolm Baldrige winner?

No matter your marketplace, your customer base, or the size of your organization, CCMC's Customer Satisfaction & Loyalty Surveys can help you deliver a more profitable customer experience. Time and again, over three decades, the CCMC method has helped companies and organizations from virtually every sector move from measuring to managing customer satisfaction and loyalty.

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