



client feedback surveys

Long-term financial growth is best achieved through high client retention, repeat business, and positive word of mouth.

- ▶ Positive client experiences yield loyal clients who fuel company growth.
- ▶ Eighty percent of companies believe they are delivering a "superior experience" to their customers...but only 8% of companies actually achieve this goal. (Lin & Allen, "7 Things Firms Need to Know")
- ▶ How strong are the relationships between your company and your clients? Is your answer based on an assumption, or actual data?
- ▶ Do you have an effective way of listening to your clients?

North Star's client feedback surveys provide information that improve client relationships and experiences, stimulate product innovation, and bolsters client loyalty and retention...all of which help drive financial performance.



Tailor the Client Experience

Gain insights into client challenges, discover underlying issues in current processes and utilize this information to effect change.



Fuel Product/Service Innovation

Opening this channel of communication with clients can yield innovative new products/services. Follow up and work with clients to co-create future products that solve these unmet needs.



Improve Client Loyalty and Retention

Implementing a client feedback process that utilizes real-time feedback allows potential issues to be quickly identified. Timely resolution of these issues can both prevent the loss of current clients as well as prevent similar mistakes in the future.



Better Relationships and Cross-Selling

Loyal clients become more profitable over time. All lasting relationships are built on trust. Creating an open dialogue with your clients facilitates a more trusting and loyal relationship. It also helps uncover additional client needs...key information that can be used to effectively cross-sell complimentary products/services.

Why North Star?

- ▶ Over a decade of experience leading complex, global, online research projects.
- ▶ Highly responsive service and commitment to your total satisfaction.
- ▶ Quickly deploy reliable, branded, user-friendly, multilingual survey tools.
- ▶ Affordable information solutions-consistently priced more attractively than the competition.

To learn more about the solutions we provide, contact us:

www.northstarconsulting.net | 406.585.2299 (U.S.A.) | email: info@northstarconsulting.net

"The fact across a wide range of industries is that a 5 percent improvement in customer retention rates will yield a 25 to 100 percent increase in profits."

The Loyalty Effect
Fred Reichheld