Owing the Customer - the New Paradigm

The role of Customer Satisfaction Surveys

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FACT?
“On average, the CEOs of U.S. corporations lose half their customers every five years. This fact shocks most people. It shocks the CEOs themselves, most of whom have little insight into the causes of the customer exodus, let alone the cures,...”


FICTION?
“By providing our customers with the quality of service they want, we will be able to maintain market share and operate a profitable and efficient organisation.”

Client brief to The Roy Morgan Research Centre

Today we have been asked to talk about Customer Satisfaction Surveys and what can be done to enhance their effectiveness and value. We begin with the premise that the goal of Customer Satisfaction Surveys is to contribute to making the organisation more competitive and more profitable.

We would like to introduce you to the concept of “owning the customer” - and show you how many companies these days are going about identifying their most profitable customers, and winning more of their business.
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