

Customer Satisfaction for Infor CRM

Do you know where you stand with your customers? Are they happy with your offerings or is there room for improvement? Collier Pickard's Customer Satisfaction for Infor CRM helps you track their level of contentment and improve your processes.



Introduction

Keeping your customers satisfied with exceptional products and services is key to retaining and developing them. Satisfied customers are also more likely to recommend you to other people, thereby generating more business. So understanding what makes them happy and what doesn't becomes key in building successful relationships.

Keep them satisfied, keep them coming back for more

The old cliché that relationships are a two-way street also rings true in the business world. You may be pleased to have customers buy from you, but how happy are they with your products and services?

Determining the level of satisfaction with the Customer Satisfaction enhancement tool allows you to profile your customers' opinions of you over time. Not only will this give

you the opportunity to recognise what you're doing right, but it will also highlight relationships that are in need of repair. Furthermore, it will help you focus on areas of your business that are doing well and bring to your attention aspects that need improving.

By continually improving and evolving with your customers, you can lower your attrition rate and build strong,

long-term relationships with them. What's more, loyal customers are more likely to recommend your business to third parties.

So make sure you meet or exceed customer expectations by keeping your finger on the pulse. Collier Pickard's Customer Satisfaction enhancement tool for Infor CRM helps you do just that.

Benefits of using Customer Satisfaction for Infor CRM

- Profile customer feedback and analyse trends
- Identify and fix failing processes and poor engagement with customers
- Improve customer loyalty and reduce attrition rates
- Increase likelihood of referrals, thereby bringing in more business
- Ease of use as it sits within Infor CRM

Select a date on which the survey was conducted with a particular contact in order to compare trends

Customer Satisfaction

26th June 2017
1st July 2016
* New

1. How satisfied are you that we kept to timings agreed at the outset?

1	2	3	4	5
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There were a couple of delays in response times

2. How satisfied are you that we kept you informed about the progress of your matter?

1	2	3	4	5
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Despite the delays, John was kept informed about progress

3. How satisfied are you with the timeliness in responding to your telephone calls/letters/emails?

1	2	3	4	5
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4. How satisfied are you that we listened to your concerns and understood your business and/or personal goals?

1	2	3	4	5
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5. How satisfied are you that the written communications and oral advice you received were clear and concise?

1	2	3	4	5
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Colour scheme allows for quick & easy overview of strong and weak areas of satisfaction

Customisable questions that relate to your unique business

Further information

Get in touch today for more information about Collier Pickard's Customer Satisfaction for Infor CRM and we'd be happy to discuss your needs.

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