

How do you rate in attracting and retaining your customers?

Are you getting real value from your customer relationships?

Experience has shown that most organisations don't link business performance to the quality of their customer relationships. While the value of customer satisfaction is difficult to quantify, it is critical that managers understand the effectiveness of their customer management strategies.

This is very important in a competitive environment where customers have significant choice and are more discerning with their spending. The loss or potential loss of customers is a genuine commercial risk facing business.

The competition for customers is intense and managers need a strategic tool to assist them address the following key questions:

- **How satisfied are our customers?**
- **What do our customers think we are doing well?**
- **What strategies could give us an edge in attracting and retaining customers?**
- **How can we secure more value from our customer base?**



In response to these issues, Access Management Corporation (AMC) has developed a new management tool.

A new approach to getting results!

Customer Results Survey

The Customer Results Survey from Access Management Corporation (AMC) provides you with an edge in managing your customer relationships. Unlike any other instrument, the Customer Results Survey provides a number of key benefits:



- Identification of the most frequently used customer strategies
- An opportunity to seek tailored feedback from customers
- A selection of detailed reporting options for use by management in developing customer strategies
- The opportunity to compare historical data from your previous Customer Results Survey

The Customer Results Survey is efficient, allows for personalised responses and is totally confidential for respondents.

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Investment

Customer Results Survey Fees

The Customer Results Survey (CRS) costs just \$25 (incl GST) per respondent and is capped at a maximum fee of \$990 (incl GST). **You do not pay for customers who do not respond.** From a financial perspective, if participation in this survey helps to retain one customer, the investment is recovered many times over.

CRS comparative reports provide the added benefit of tracking results between two consecutive surveys OR benchmarking results against external organisations in the same industry sector. Comparative reports are provided for an additional investment (where data is available).



If you would like an obligation free opportunity to tour the administration, survey and reporting components of the CRS, please contact Greg Harker (General Manager/Senior Management Consultant) on: (07) 3393 2833 or gharker@accessmc.com.au.

The Real Cost of Customer Turnover (3 Scenarios)

Assumptions	Scenario 1	Scenario 2	Scenario 3
No. of Customers	50	250	500
No. of Annual Transactions per Customer	10	20	40
Profit per Transaction	\$500	\$50	\$20
Annual Profit Value of Customer	\$5,000	\$1,000	\$800
Average Customer Lifetime (Years)	5	5	5
Lifetime Profit Value of a Customer	\$25,000	\$5,000	\$4,000
Impact on Business of Annual Loss of 20% of Customers	\$250,000	\$250,000	\$400,000
Benefit of Strategies Arising from CRS (Reduce Loss of Customers by 50%)	\$125,000	\$125,000	\$200,000

