

## **Customer satisfaction surveys - the new world's leading economic sector**

(See why Customer satisfaction surveys will soon become the world's new leading industry, stronger than the auto industry and tourism)

Customer satisfaction is more important today than ever before. Given the large number of choices consumers have in almost every market, companies that listen to their customers have a distinct advantage.

A customer satisfaction survey is an invaluable tool for both small business owners and large corporations. Surveys can help determine how customers are feeling about an organization's customer service, web experience, quality of products or services. They can also help an organization get to know their customers in order to better communicate with them.

Every year, US companies lose an estimated \$41 BILLION because a customer moves to a competitor after a negative customer experience (NewVoiceMedia).

We can guarantee that your business has felt a portion of that \$41 billion, whether you realize it or not.

### ***If you don't already survey your customers, you need to start now***

If you do survey your customers, great! But are you asking the right questions?

The best survey questions typically include an overall company rating, a rating of their offerings or customer service experience, as well as some open answer questions so that customers can give constructive feedback.

World leading research and advisory companies are passionate advocates for customer satisfaction surveys because they've seen that surveys work positive wonders for many company. Over the years, they have collected thousands of surveys for their customer base, asking for users honest feedback about the product and the services that they get it. And they read every single response.

Feedback from the customers they receive becomes a topic of conversation within these companies, they are constantly updating their software and research, improving service, data accuracy and business practices.

How do you know if you're asking the right questions? Test, test, and test again. Every business and users are a little different, so it can take some time that you always ask the right questions for which you need honest answers.. But, we're here to help.

We have ***prepared hundreds of questions for all areas of business.***

We did surveys examples (templates) of these questions, we used the most needed questions.

These templates will give you suggestions for crafting quality questions, including our favorite example questions, ***so you can start measuring customer satisfaction today.***

Choose an area (*Hotels, Restaurants, Events, Banks, Telecommunications companies, Tourism ...* and get going.

**Use the Brank Feedback platform "tell-us" - prevent your customers from leaving.  
Success is guaranteed.**

Take a look at some statistics that will show you why Customer satisfaction surveys are a must-have routine in your work

91% of unhappy customers who are non-complainers simply leave

66% of customers who switched some company did so because of poor service

**85% of leaving customers could have been prevented**

11% of customers who was want leaving be prevented by simple company outreach.

67% of customers leaving is preventable if the customer issue was resolved at the first engagement

84% of organizations are now embracing the customer experience model

**Companies that deliver a good customer experience value customer feedback.**

**70% of companies that deliver best in class customer experience use customer feedback**

67% of consumers cite bad experiences as reason for leaving.