

June Customer Newsletter

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June Newsletter



The Power of Net Promoters

The power of *Net Promoters* goes beyond customer feedback.

In recent studies conducted at SATISFYD, our dealer customers who ask their employees similar questions as they do for equipment customers, received similar scores. What this tells us is that employees who like their job, and project a positive attitude, matter to customers and ultimately drive more business.

SATISFYD provides employee surveys as well as customer surveys for this purpose. The data is plotted on what we call an "Opportunity Matrix", plotting the aggregate customer and employee NPS (Net Promoter Scores) into a specific quadrant determined by actual survey data. The objective is to improve the scores, moving them to the optimal quadrant on the matrix representing the ideal customer/employee experience. By creating a roadmap with milestones to get there, the Opportunity Matrix becomes the tool that managers can use to measure and manage activities that matter. The Opportunity Matrix is best used when shared with employees with a coordinated plan to move to the appropriate quadrant. This means making the necessary changes in product or service delivery based on customer feedback and then re-surveying for impact.

A SATISFYD representative is available to present the Opportunity Matrix to you in detail upon request.

SATISFYD Application Enhancements

We are pleased to announce the following new features. Click the following links to learn about each new feature

- [Application Enhancements](#)

Keep talking – we are listening!
Please send your valuable feedback
to support@satisfyd.com.

Product Training

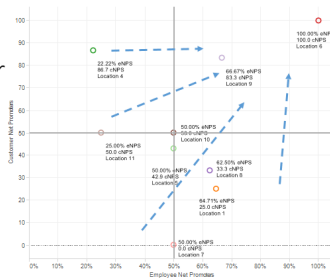
Interested in learning more about the SATISFYD application to help you improve Customer Satisfaction?

Please Contact
support@satisfyd.com or
jkitzmillier@satisfyd.com to
request a **FREE** 30 minute online
training class to learn about:

- Reporting feature including

Employee (eNPS) vs Customer (cNPS) on Recommend The Dealer Question

We used the customer satisfaction survey results from the survey process conducted by SATISFYD and the Employee's Willingness to Recommend your dealership, as collected on the SATISFYD Member satisfaction process, as a good place to work. I would consider the upper right quadrant those that are meeting both the employee needs as well as the customers. The Bottom left would be those locations that are both not meeting customer needs nor employee



profitable customers for life



Tip of the Month

-Ryan Condon, CEO-

So... you think your customers are loyal. Maybe you know this because they keep buying equipment or parts & services. If so, that's great. If you don't know for sure... why not try a new approach?

Document each transaction. Regardless if it's an equipment purchase, parts purchase or service visit. Assign a bi-anniversary date (6 months from purchase or visit). Query your system monthly for all customers on their bi-anniversary date. Determine what customers that you have not seen or heard from in a 6 month time frame. Call them and ask if there's something you can do to get them into your dealer. Our studies have told us that loyal equipment customers in agriculture, construction and trucking typically don't go more than 6 months without a dealer transaction. Be proactive. Don't wait for them to go somewhere else!

Christine Lockwood, Marketing Coordinator


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the New Custom Reports

- Downloading Attachments from your customers
- Survey Searching
- Issue Management
- CSI vs NPS Methodology
- New SATISFYD Offerings

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