

May Customer Newsletter



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Tip of the Month

-Ryan Condon, CEO-

Establishing a solid customer experience reputation within your dealership begins with customer feedback. Having said this, what do you plan to do with this information? Of course, you're going to identify customers who need more TLC. Surely you will act on the feedback and address customer issues, or you would not have asked them in the first place.

Now what about your employees? When we survey dealer employees, we find a direct correlation between employee feedback and customer feedback. Employees that feel well trained, feel appreciated for their contributions and see a growth path within their jobs, produce the highest customer satisfaction scores. No doubt about it. Do you know what your employees are thinking? Do you think your employees have all the tools that they need to deliver the highest level of service? Once you know what your customers and employees are thinking, the opportunities to proactively drive change will be clear. So think about our 3 step program to deliver: *Step 1. Survey your customers, Step 2. Survey your employees, Step 3. Provide coordinated professional development training to deliver world class customer service!*

SATISFYD Application Enhancements

SATISFYD Enhanced Service Programs

SATISFYD has expanded services to meet customer needs. Contact our Marketing Coordinator, Christine Lockwood (clockwood@satisfyd.com) to receive more information on:

- **SATISFYD Guarantee**
- **Dealer CEM Consulting**
- **Taking your Business to the Next Level**
- **Top Dealer Award**

Product Training

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

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

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

- [Bug Fixes](#)
- [New Features](#)

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

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- Reporting feature including the New Custom Reports
- Downloading Attachments from your customers
- Survey Searching
- Issue Management
- CSI vs NPS Methodology
- New SATISFYD Offerings

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