

# Satisfactor



Improving  
Business  
Performance  
Through  
Customer  
Satisfaction  
and Loyalty

#### Ipsos Loyalty Integrated Suite

Needs/Markets

Quality

Satisfaction

Loyalty

CRM

## Satisfactor identifies your key drivers of customer satisfaction, dissatisfaction and delight. So you can improve your offer to the best effect.

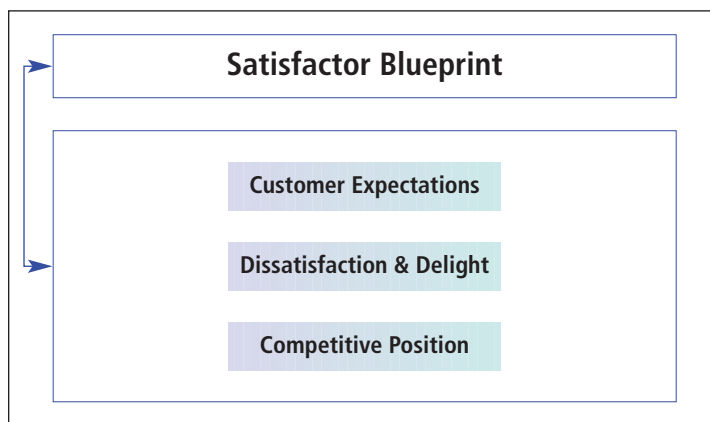
Ipsos Loyalty's *Satisfactor* can help you increase Customer Satisfaction and Loyalty. Make informed business decisions to improve your customers' experience utilizing these proven tools to:

- Optimize customer satisfaction
- Eliminate customer dissatisfaction
- Increase customer retention
- Determine optimal customer service standards
- Maximize ROI through customer satisfaction strategies

At Ipsos Loyalty, we have created a new approach to customer satisfaction that yields demonstrable improvements. Our blueprint for this approach has three steps:

- Taking into account the different levels of expectations of your customers
- Evaluating separately the drivers of dissatisfaction and delight
- Analyzing your positioning regarding your competitors

#### Satisfactor Blueprint



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#### Customers expectations

As some customer segments may be more "demanding" than others, satisfaction can then be unequally profitable. *Satisfactor* can monitor changes in clients' expectations and level of demand with the Customer Satisfaction Index. And our Sensitivity Analysis models the relationship between importance and contribution to global satisfaction of satisfaction items.

#### Dissatisfaction and Delight

*Satisfactor* identifies drivers of both dissatisfaction and delight. Considering only an aggregate level of satisfaction virtually guarantees that you will incorrectly prioritize opportunities

for improvement. Drivers of satisfaction are not necessarily drivers of delight. Converting dissatisfied customers to satisfied may require *different* programs than converting satisfied customers to delighted. How many of your customers are at risk, how many are merely satisfied and how many are delighted? Merely satisfied customers may be vulnerable to outreach from competitors. Delighted customers are the only true enduring assets a business possesses. And they are worth far more than their actual purchases because of the positive word-of-mouth they spread for the business.



**Ipsos Loyalty**

Know Your Customers. Grow Your Business.

# Satisfactor



## Your positioning regarding your competitors

The competitive situation and your relative position are verified as *Satisfactor* uncovers what is important for your customers and determines the best strategy to optimize customer satisfaction and produce delight. We examine customer needs by customer type (segment) and customers' level of satisfaction with each service/product attribute. The underlying reasons for dissatisfaction are analyzed and realistic strategies for retention devised.

At Ipsos Loyalty we link actions to both business processes and profitability and give you strategic marketing information to focus business processes. Whatever your corporate objectives, we ensure that the study design is tailored to the needs of your organization. Our dedicated team of research professionals will integrate the research program into your company's improvement process, giving you realistic and achievable action plans. We can make the results of our surveys available to our clients via secure extranets giving anywhere, anytime access.

## About Ipsos Loyalty

Ipsos Loyalty is a specialized practice focused on customer and employee relationship management (CRM) and customer satisfaction measurement (CSM). Ipsos Loyalty identifies the most critical priorities for action to help clients improve customer loyalty, retention and profitability.

Ipsos Loyalty's global offerings include a proprietary product suite as well as custom solutions for clients in a range of industry categories including automotive, consumer packaged goods, energy and utilities, financial services, health, retail, technology and communications, and travel and hospitality.

Ipsos Loyalty is a member of the Ipsos Group, a leading global survey-based market research firm. Ipsos has been researching customer satisfaction for more than 25 years. We understand the dynamics of your market and we deliver the insights needed to give you the leading edge.

**At Ipsos we believe nobody's unpredictable.**

For further information contact your local Ipsos office, details at: [www.ipsos.com](http://www.ipsos.com)



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