

Customer Satisfaction Study

What gets measured gets acted upon.



ZENMANGO™
Marketing · Brand Strategy · Research

What is it

The best customer satisfaction study starts with a real, quantified evaluation of individual customers. If a customer spends an average of ten dollars each time he/she visits your store and visits about twice a week, over five years this single customer will bring in \$5,200 in revenue and is likely to bring in other potential customers with him/her on many visits, potentially doubling that number.

ZenMango's distinctive and unique ongoing customer satisfaction study is an effective, low-cost way to continually measure a brand's most important asset, its customers. It is critical for a brand to continually measure customer satisfaction in order to identify strengths and opportunities, and in turn, allocate resources effectively.

How does it work

The ongoing customer satisfaction survey is implemented as an online survey. Respondents can be directed to the survey via guest receipt, verbal cue, or through email marketing programs. The study is completely customizable to a brand's unique areas of interest. Each question is deliberately asked in a detailed manner which will provide responses that are directly actionable for a brand, eliminating any guesswork.

What gets measured, gets acted upon! Understand your brand's strengths and opportunities by talking to your customers. Attain maximum retention by implementing ZenMango's customer satisfaction study in 5 steps:

1. DEVELOP



Question areas using our template or customize your own

2. INVITE



Your customers are invited to give feedback using receipt, verbal cue or other methods

3. FEEDBACK



Your customers take a short online survey on our infrastructure

4. REPORT



Actionable report delivered quickly to stakeholders

5. REWARDS



Act, celebrate and reap rewards.

At ZenMango, we take pride in solving problems, not just measuring them. When a negative response is received from a customer, our unique survey methods open up only those survey areas relevant to the problem area until a specific, actionable solution can be reached.

Results of the study are provided through an electronic report delivered monthly (or as needed), which includes our analyzed insight, serving as a report card for the brand. This report can be broken down by overall market level or unit level to truly understand the brand's performance at macro and micro levels.

Report results are sent to unit level stakeholders a few days before the report is widely distributed. This allows time for the stakeholder to take ownership of the report insights and prepare next steps to action.

Why do you need it

- 75% of customer loyalty is driven by the customer experience.
- The value and profitability of a customer multiplies over time, nearly 8 times every 10 years. This makes it all the more critical to retain each and every one.
- It is a quick, easy, low cost way to continuously track a brand's performance which can be implemented immediately.