

Deliver what they want and you earn their loyalty.

You're in business not only to keep customers satisfied; you're in business to keep customers. The loyal customer knows how to work with you, is less price sensitive and doesn't require orientation.

Modern Survey's customer surveys efficiently capture exactly what you need to know. Capture faithful customer profiles, the reason they're fans, what you can do to increase customer loyalty and how to continue to expand the caliber of new customers with excellent lifetime potential.

Take advantage of our full-service team and engage a partnership that will create, direct and deliver results, equipping your organization with the insight it needs to stay sharp and competitive.

Our project management team will help you:

- Select from our expansive research libraries to design your survey
- Integrate surveys with your CRM
- Customize questions to align with your customer satisfaction research goals
- Convert surveys into any language to meet your end users' needs
- Integrate paper surveys and IVR (phone-administered) responses
- Motivate customers to achieve a high survey response rate
- Receive real-time survey response rates throughout
- Maximize reports by receiving a variety of data points and analyses
- Amplify results by communicating survey data across your organization
- Create m/reporter accounts to manage *ad hoc* reports, post-survey
- Maximize results by communicating data and creating formidable action plans