

Mrs Te Reo Boston Aesthetics Clinic (UK) Limited

"Your services have been professionally run at all times. It has always been a pleasure to deal with your staff. I would definitely recommend you and I already have. Your Company has given us a confidence in the service we provide to our customers."

Mr Wood Fulbourn Medical

"You've done a wonderful job for us. You make it easy and take care of everything. We just provide you with names and you get on with it. I've never had any reason to complain. Everything has always come back to us presented in a good fashion. ISO has benefited our business and BenchmarQ is part of that. It gives us feedback as to how our valued customers really feel, because they're more willing to talk to an independent person than they are to us directly sometimes. You tend to get a more honest response."

Mr Ilderton QFSL Cleaning UK Limited

"I think it was most helpful getting feedback from the clients. We were pleasantly surprised by how in-depth BenchmarQ goes into a survey. I think it was important you clearly identified everything that we do. You asked the right questions and the responses were open and honest. It showed our major strengths and where we had room for improvement and we will improve on it. The survey you carried out really surprised my Co-Directors and impressed the clients. I'd say it was probably fundamental in the decision by a major client who awarded a contract."

Mr Johnson Landmark Surveys (Wales) Limited

"It's given us some very interesting feedback from our customers, which we wouldn't normally get by ourselves. It's enabling us to respond to our customer's needs in a way that we wouldn't normally do ourselves."

Mr Walmsley Concept Building Solutions (UK) Limited

"We find having a BenchmarQ certificate on the wall provides added confidence to our customers. We can state that we obtained a 'Gold' certificate for Customer Satisfaction this year. Commercially we find BenchmarQ very useful as an advertising or marketing tool. The information compiled in the reports is very good, including the graphs on our performance and customer quotations. It shows exactly where we're strongest or weakest and gives us something to aim for next year."



Questions + Answers = Customer Satisfaction

A division of **QMS**
International plc

BenchmarQ®

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(a division of **QMS** International plc)

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BenchmarkQ® Customer Satisfaction

What would you pay to get inside your customer's mind?

Would it be....

£500?

£1000?

£2000?

How about....

£50?



What is BenchmarkQ?

QMS has developed a unique approach to customer satisfaction. We conduct a survey on your behalf, in the strictest of confidence.

Why use BenchmarkQ?

To find out what your business is doing right, but more importantly find out what you could do better.

BenchmarkQ can:

- Improve customer satisfaction and loyalty
- Increase profits
- Reduce the risk of losing customers.

Your customers have an opinion of your products and services. They are more likely to give an honest opinion to a third party, rather than to you directly.

This feedback is an extremely valuable source of management information that can be used to meet your customers' expectations.

Customer contact

From a list of customers supplied by you (excluding any of a commercially sensitive or confidential nature), we conduct a telephone survey after writing to them explaining the process. We ensure that the questionnaire has your approval prior to contacting your customers.

Individually designed survey

You will be given the opportunity to have the survey customised to suit your requirements. It will be conducted over the telephone, as an interview based questionnaire.

If you have industry specific questions, or have an area of concern within your business that you would like your customers' opinion on, we would be more than happy to include these in your survey.

When preparing the questionnaire we will pay particular attention to how long it will last, as research shows that people's attention deteriorates if a survey lasts too long.

Analysis of questionnaires

On the completion of the survey, the information is collated and fully analysed. A report is then produced, highlighting any strengths, weaknesses or trends. The majority of questions are graded on the level of satisfaction, however others will be scored depending on the customer's answer.

Our promise

We promise to treat all information supplied by you in the strictest of confidence. We will not divulge any information received from you or your customers to any third party. All information provided by your customers will be passed to you, except the names of any customers who wish to remain anonymous.

Certification

A Certificate is awarded to you based on the level of Customer Satisfaction achieved as follows:

Up to 54%	Standard
55% to 69%	Bronze
70% to 79%	Silver
80% to 89%	Gold
90% plus	Diamond

Certificates are re-issued annually on the completion of re-surveys.

Who is QMS?

QMS International plc is an International Organisation specialising in ISO 9000 Assessment and Certification. We have issued more than 15,000 Certificates in 50 countries.

Our clients come from a wide range of activities including Government Departments, Local Authorities, Hospitals, Manufacturing, Engineering, Distribution, Construction, Service Organisations, the Professions and Charities.

BenchmarkQ® Benefits

- ✓ Increase Customer Satisfaction
- ✓ Improve Profitability
- ✓ Increase Customer Loyalty
- ✓ Slow the Loss of Customers
- ✓ ISO 9000 : 2000 Compliant
- ✓ Honest Third Party Opinion

Fees

Customers Questioned	Fee
Up to 5	£289
6 to 10	£499
11 to 20	£749
21 plus	Individual proposal

A 10% discount will apply to subsequent re-surveys.

All fees are subject to VAT.

For a no obligation discussion on how our BenchmarkQ® service can help your business, call 01603 630345.