



"BenchmarQ is a must for all companies".

Keith Adams, Managing Director, Data Processing Direct Limited

"Good value for money, excellent service. Our clients praised their courtesy and professionalism".

G Walton, Active 8 Limited

"Interesting and informative results - worth every penny".

Ian Andrews, Operations Manager, Andrews Plastics Limited

"Prompt and efficient, quality at its best".

O. Odokama, Managing Director, Force One Security Services

"The service was excellent, giving us a standard that we hope to better next year. BenchmarQ appears to have approached our clients with sensitivity and courtesy".

Dr Tony Deeson, Chairman, AFL Deeson Partnership Limited

"BenchmarQ discovered our clients' true thoughts and feelings, which our clients had not given to us".

Mark Williamson, Applied Computer Systems Limited

"We had not realised such a high percentage (of our clients) had not seen our catalogue. We will be doing a mailshot in the near future for all new products".

Elaine Vandelli, Director, Amber Valley Developments Limited

"We have never carried out a customer survey before, it helps give us an indication as to the way or direction in which we are going, rightly or wrongly. Very informative for progression".

Denise Haydon, Company Secretary, Brunel Surveys Limited

"We have received very positive feedback on the whole and one customer complaint we have received has allowed us an opportunity to speak to that customer and rectify the matter".

Philip Mapson, Managing Director, BSS International Limited

"We are pleased with the BenchmarQ survey because it lets us know what your clients' management think about our training services and this compliments our candidate course evaluation forms".

Barry Thomas, The Faraday Centre Limited

A division of **QMS**
International plc

BenchmarQ®

BenchmarQ® is a Registered Trade Mark of QMS International plc

CUSTOMER SATISFACTION CERTIFICATION

Questions + Answers = Customer Satisfaction

BenchmarQ®

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BenchmarQ®

BenchmarQ® Customer Satisfaction

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

Would it be....

£500?

£1000?

£2000?

How about....

£40?



What is BenchmarQ?

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

Why use BenchmarQ?

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

BenchmarQ 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, 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 for more than four and a half minutes.

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 49%	Standard
50% to 65%	Bronze
66% to 80%	Silver
81% upwards	Gold

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 10,000 Certificates in 51 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.

BenchmarQ® 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 10	£399
11 to 15	£499
16 to 20	£599
21 plus	Individual proposal

Fees reflect surveys carried out on UK based customers only. If overseas customers are required to be surveyed, individual quotations will be supplied on request.

A 10% discount will apply to subsequent surveys and to holders of any other QMS Certification.

All fees are subject to VAT.

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