



CUSTOMER
RESEARCH
INTERNATIONAL

HOME SERVICES REPORT CARD

Employees in service industries such as Painting, Plumbing, Electrical, AC/Heating, Handyman Services, Landscaping, Appliance Repair, Home Inspectors, and more often operate independently and remotely. Customer satisfaction and dissatisfaction are generally out of management's sight. Sure, some do complain *to you* and you are able to handle their problems. But far too many *don't* complain—they just don't come back to you and that can be costly for a number of reasons.



Negative Word of Mouth Studies have shown that those who have a bad service experience are likely to tell an average of 8-10 others. Twenty percent of these people will tell as many as 20 others!¹

The Cost of Customer Loss As we've heard time and again, it can cost 10 times more to attract a new customer than to retain a current customer. Losing a customer due to poor service or other complaint is an expensive proposition.

“You Love Me, You Really Love Me” Okay, so Sally Fields' Oscar speech overstates our case here, but following up to assure that your customers are pleased with their service experience shows that you *do care*, assuring their loyalty when faced with competitors' attempts to lure them away. It is not only a feedback method, it is a *thank you message*.

What's Your ROI?

Increase the Bottom Line No one can do the math better than you. When you have a dissatisfied customer who *spreads the word* about their poor experience, you lose dollars to the bottom line and you have to spend more dollars to replace one or more lost customers. A successful Follow Up Feedback Program can help prevent turnover and actually increase referrals.

Process Improvement As a practical matter, knowing how your customers perceive your service and related processes (scheduling, timing, pricing) helps in refining *how you do business* from the top down.

Increase Productivity and Performance It is human nature—when we know we're being measured, we perform better. This effect is even greater when measurements are linked to incentives, monetary or otherwise.

¹Barlow, Janelle and Moller, Claus. *A Complaint is a Gift: Using Customer Feedback as a Strategic Tool*. San Francisco: Berrett-Koehler, 1996.

THE CRI REPORT CARD PROGRAM

CRI provides a *proactive* program to assure satisfaction and turn negative experiences into win/win situations for your customer *and* you. The key mechanisms include—

A schedule of follow-up phone calls designed to catch your customer at home, work, or by cell—any number the client provided as a contact. We let you know within 24 hours of any *situations* that need your immediate attention.

A short questionnaire designed to readily assess customer satisfaction, uncover any dissatisfaction, and encourage the customer to allow remedial action when called for. Or hopefully, provide an opportunity to feedback a positive customer experience.



An alternative *online* customer satisfaction survey to assure a convenient and more comfortable avenue for feedback. CRI hosts this survey for you to assure your customers' comfort and sense of anonymity with a convenient link to CRI's own site: www.OurReportCard.com/YourCompanyName.



Monthly tracking reports provide snapshots by market, location, technician, and more in order to identify bright spots, problem areas, opportunities, and trends. These reports can also serve in administering bonus and incentive programs, employee of the month programs and other internal initiatives.

Follow Up Feedback is *the* way to know just how satisfied your customers really are, increase loyalty, increase referrals, assure continual improvement, and discover any hot spots in need of immediate attention for a wide range of service industries—

Painting • Plumbing • Electrical • AC/Heating • Handyman Services • Appliance Repair • Home Inspection • Mobile Pet Grooming • Lawn Service • Pool Service • Pest Control • Drapery/Blind Installation • Delivery Services

The key to a successful Follow Up Feedback program is timeliness. With CRI's 100-station phone center, we are able to begin making contact with your customers within hours of their service experience.

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