

DO YOU REALLY KNOW WHAT YOUR CUSTOMERS ARE THINKING?

Lighthouse Marketing has a successful track record for customizing and facilitating Customer Satisfaction Surveys that deliver valuable intelligence. We have developed a Six Step System that allows for a mix of both current and prospective customers (20-40) to participate.

Once a client identifies desired participants and provides accurate contact information, the following steps take place:

- Step One: Determine vital input desired from your customers.
- Step Two: Invite selected customers to participate.
- Step Three: Create survey instrument consisting of 5-8 key questions.
- Step Four: Implement phone survey with a minimum of 75% participation.
- Step Five: Compile and summarize survey data.
- Step Six: Deliver confidential results and recommendations.



Since 2001

WHAT DO YOU NEED TO KNOW TO STAY AHEAD OF THE COMPETITION?

Survey cost is \$3,350

50% due upon commencement of project, balance due upon delivery of survey results document.

Our clients have been amazed at the valuable information obtained from the survey participants. This intelligence has resulted in improved internal procedures, enhanced customer services, as well as qualified sales leads.

Upon completion of the survey project, your company will have answers that only an unbiased, third party interviewer will be able to successfully obtain.

LET YOUR LIGHT SHINESM