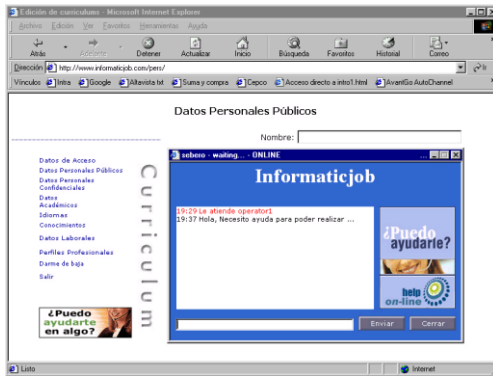


What is I.M.S.S.

I.M.S.S. (Integrated Management of Satisfaction Surveys) service covers everything from the gathering of information to the assistance in the design, methodology and exploitation of the collected data (telephone surveys, via web, postal mail or email).



For whom

Many companies, no matter their size or sector, are realizing the importance of achieving customer satisfaction. A satisfied customer is the cheapest and most effective way of advertising a company. There is a strong connection between customer satisfaction and profitability.

Customer satisfaction is becoming the main goal for many organizations. Companies concerned about their customers must perform regular satisfaction surveys in order to detect which are the client key processes that are failing and correct them. By performing this satisfaction surveys we can detect unsatisfied customers and perform the necessary correction actions.

Service advantages

Integrated management

GTC manage all processes involved on the measure of the customers satisfaction levels, from the designing of a intervention to the extraction of conclusions and changes to be made.

Objectivity

We must not trust only on the information generated internally as the answer to measure customers satisfaction. Appealing to an external and independent company provide us more objectivity.

Professionalism

A badly designed and administrated survey will most certainly generate untrusty data to make important decisions.

GTC performs professional studies about the client that accurately measure his levels of satisfaction and provide reliable information for you to make management changes.

Modalities

Phone survey. It is the best way to gather information quickly. Provides more flexibility than email questionnaires. The interviewer can explain the questions. Response rates are higher than by email. The interviewer can ask to speak with the person that interacted most with the service.

Postal mail survey. By having a low cost we can expand the study sample although the response rate is very low. Mailed questionnaires are not very flexible and require a good elaboration so the client won't be confuse. Provides honest information because there is no interviewer to misinterpret the answers.

Email survey. It is the more spontaneous method. Allow getting opinions about the experience very quickly. In a blooming state due to the massification of the internet use.

Conclusions

Organizations should perform periodic satisfactions surveys so they can have in first-hand the user opinions about his experience with the services and products.

Making better what matters most for the customer is the safest way to achieve a competitive advantage and stay ahead of the other organizations.

For further information, please don't hesitate to contact us by the number **902 525160** or by the e-mail **info@gestecom.es** and we'll make a detailed budget for the support you need.