



Getting right to the heart of customer satisfaction

Customer Loyalty Assessment - CLASS ©

MetrixLab's Customer Loyalty Assessment (CLASS) methodology reveals what your customers think about your service levels. Use the approach to research how they feel you perform overall, how you compare to your competitors and how to keep customers loyal to your products and services.

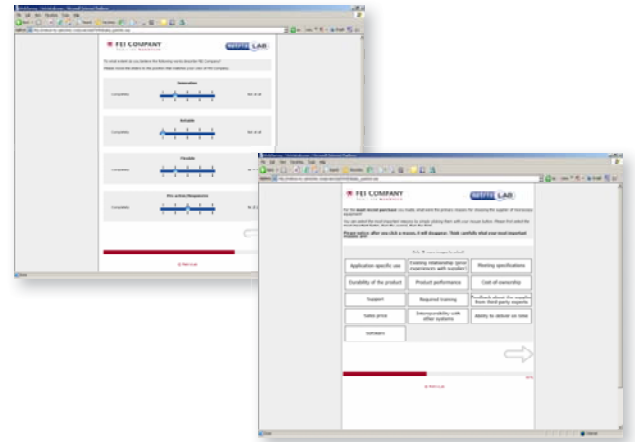
MetrixLab's unique research approach measures your performance continuously across all the communication channels you use to provide customer service. We then monitor the satisfaction levels by the type of communication allowing you to understand how you perform on a range of processes and topics. Finally, we assess what channels and processes you could invest in to retain your customers. The results will allow you to ensure that your customer satisfaction levels are the best they can be, and that they continue to improve.

Using customer satisfaction to maintain and grow your customer base

- CLASS allows you to compare the performance of your customer service provision across the different channels you offer, be it face-to-face, telephone, direct mail, e-mail or post. Each channel is assessed and analysed, with comparisons between them and with your competition to give you valuable benchmarks on your performance
- The methodology offers a cost-effective way to measure your customer satisfaction levels at continuously regular intervals to allow you to understand which channels are performing well, and where you still need to improve
- The approach offers the chance to compare your performance to your nearest competition – do your customers believe they get a better service from your major competitor? If so, they may defect. CLASS can help you act before it's too late
- With our own online research techniques designed to engage the respondent the approach is very efficient, delivering results much quicker than using traditional research techniques



- We use the online environment to its maximum capability, creating interesting, fun and relevant questionnaires for respondents. Our surveys are comparatively short in length, fully interactive and enjoy higher than average response rates
- We work with your database of customers, approaching them in a responsible way to ensure the research is not disruptive
- During the research your team will have access to the online tracking system to measure response rates. At the end of the programme, your experienced MetrixLab research team will present the findings back to you in a workshop, discussing the key findings and their implications for your business
- The output from the CLASS technique will show you how your service level performance contributes to customer retention and it will help you gain a bigger 'share of wallet' compared to your main competitors.



Innovative advertising research methodologies and techniques

Giving your customers the service they expect - and more

MetrixLab's CLASS methodology works by understanding the attributes of satisfaction and assessing each individually. We believe customer loyalty comes from delivering service that exceeds their expectations. To deliver true customer satisfaction you need to develop trust, to involve the customer and to ensure that your product or service is better than the alternatives. CLASS allows you to maximise the online environment to assess customer satisfaction on a regular basis to give you insights into your performance that will enable you to stay ahead of the competition.

The research starts with the **evaluation** stage, where we measure the key dimensions that compose service quality. These areas include personnel appearance and behaviour, their knowledge and expertise, efficiency levels, product and service performance, efficiency, trust and confidence levels, and the impression your company is giving.

We then **compare** your performance across all relevant communication channels on a regular basis, as well as against the competition. One of the key strengths of this approach is the ability to compare across many channels. The output clearly shows which channel is the most appropriate for a variety of contacts, from billing to complaints. It can also highlight which queries are received from which channel, allowing you to direct your staff resources and training to the most relevant place. Clients often find this part of the project surprising – and are able to use the results to redirect budget and effort to another channel.

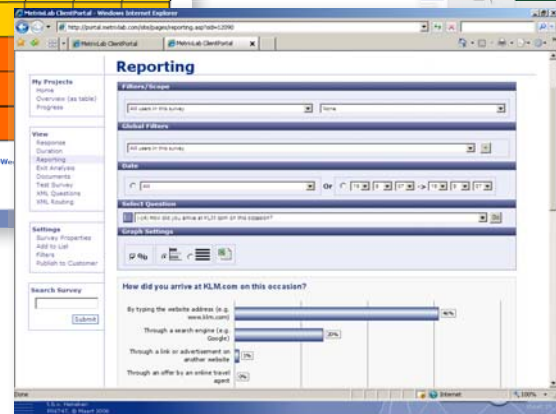
Finally, we analyse and **diagnose** your performance with recommendations for improvements. At this stage we can discuss loyalty, satisfaction and performance. In particular analysis of loyalty levels can prove to be a revealing exercise, allowing a business to maximise its communication channels to increase loyalty and compete more effectively. By using continuous tracking through CLASS and by constantly assessing the results, a company can keep its customers satisfied and loyal, and use this as a crucial part of its success in the marketplace.



Insightful and actionable reporting



Reporting tailored to your needs.



Extensive online reporting capabilities

About MetrixLab – An innovator in online research

MetrixLab is a global online research company, specializing in the areas of new product development, brand communication, e-business performance and stakeholder management. Over the past seven years MetrixLab has grown to be one of Europe's leading online research companies. With offices in Rotterdam, Amsterdam, London, Munich, Hamburg and Madrid, MetrixLab conducts online research in 44 countries worldwide and works with 52 of the top 100 global brands such as Microsoft, Philips, Unilever, Siemens, PepsiCo, KLM, Canon and TNT. We are the major supplier of online and cross media campaign tracking, advertising pre-testing, online product concept and pack testing, global consumer communities, website user testing and client and employee satisfaction research.

Our strategic goal is to be recognised as the online research thought leader in delivering high-quality information and profound consumer insights that help our clients improve marketing ROI. Our experienced team continually test the boundaries of consumer research innovation, combining cutting-edge online technology with scientifically proven qualitative and quantitative research methodologies.

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