

### The Model

In the global business context of increasing media fragmentation, decreasing brand loyalty and an increasing reliance on first hand experiences and word of mouth, it is more important than ever before to understand Customer and Staff Satisfaction, Loyalty, Promotion and Engagement in order to provide customers with consistently high levels of choice, experiences and look and feel at all retail sites. By consistently matching and exceeding customer expectations, customer loyalty will increase along with customer referral. All of which drives profits.

### Experience

The GAPbuster Survey programmes have been refined over many years to ensure that the questions below are answered with the highest level of accuracy, quality, and cost-effectiveness:

- Are staff members happy to provide the customer experiences needed?
- Are there operational inconsistencies only visible to store-level staff?
- How do customers feel about dealing with your business?
- Are customers being served in an acceptable time?
- Do customers hear the smile in the voices of your contact centre operators?
- Is the information delivered by contact centre operators correct and consistent?

**GAPbuster Surveys give you the edge to uncover true business insights**

### Difference

The GAPbuster Survey programmes are delivered by:

- A dedicated, highly skilled and professional Account Manager that is flexible enough to work locally, nationally or internationally
- A knowledgeable and professional production team that translates client needs and objectives into a detailed, high quality Survey programme
- In-store promotion of GAPbuster Surveys to obtain time-relevant customer experience data
- Highly trained, specialised Survey participants – recruited, screened, and quality managed
- In-depth Surveys conducted on a yearly, quarterly, monthly, weekly or ongoing basis
- Custom-built GAPbuster online portals for the delivery and collection of branded or unbranded surveys
- ISO Quality Control of processes to ensure consistently high quality results

### Options

The suite of GAPbuster Survey products detailed overleaf allow businesses to get the answers to all of these questions and more, on schedule and to specification.



## 1. Staff Surveys

GAPbuster Staff Surveys add real value to businesses by identifying:

- Trends and areas for improvement in staff satisfaction, loyalty and engagement
- Position against global and competitor benchmarks
- Ways to improve customer experiences
- Staff satisfaction on a local, regional, national or international level

The GAPbuster Staff Survey programme offers:

- Flexible Online Delivery Systems – Allowing for area-specific or staged rollouts, and global, regional or national rollouts, meaning fast results and reduced operational costs
- Yearly, Quarterly or Monthly Surveys – Staff Surveys can be delivered and collected online as often as necessary, with our recommendation of yearly or quarterly surveys to ascertain staff satisfaction with policies, procedures, promotions and processes
- Staff Satisfaction Reports – Allowing managers on all tiers to track satisfaction at local, regional or national levels, giving highly visible service improvements and plans for further action

## 2. Customer Surveys

GAPbuster Customer Surveys offer businesses global insights and local expertise by:

- Recording timely customer satisfaction, loyalty and engagement from customers in any location globally
- Tracking trends in new and existing customer satisfaction over time and across demographics

The GAPbuster Customer Survey programme offers:

- Quarterly, Monthly, Fortnightly or Weekly surveys – Customer Satisfaction Surveys can be distributed and collected online as often as necessary, across a number of demographics, to give optimal returns and data
- Customer Satisfaction Reports – Allowing for the tracking of improvement at a local, regional or national level and making the identification of areas for improvement and reasons for the inhibition of customer satisfaction fast and easy



## 3. Contact Centre Surveys

GAPbuster Contact Centre Surveys offer:

- Client Specific Training Programs for evaluators
- Quarterly, Monthly, Fortnightly or Weekly Surveys
- Operator Reports – Making it easy for managers to track improvements at an individual or contact centre level, allowing them to motivate staff and make plans for further action
- Flexible lines of questioning

### Contact Us

To find out more about GAPbuster Surveys, contact the GAPbuster team today to arrange a meeting or discuss specific needs using the below details:

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