

Does Your Business Need CPR?

Customer Perceptions Research will help your business better understand your key customers, while showing them that you take their custom seriously.



A double edged sword, your **CPR** project will obtain feedback from customers that will detail where the strengths of your customer service lie and help determine where improvements can be made to increase levels of service for specific customers and across the business. The **CPR** project also works as a public relations tool, as it illustrates to customers

that you value the relationship you have with them and are willing to invest capital to find out how to better serve their needs.

CPR is a qualitative methodology, so we interview customers in their workplace and ask questions that have been designed, in consultation with the client, to illicit responses that will promote discussion around key areas of the client-customer relationship, such as management, communications, level of service, business model, information management, reputation, competitor perceptions & customer experience management.

In our experience customers really appreciate the one on one nature of the **CPR** interviews and openly discuss all parts of the client-customer relationship, often bringing up issues that are not often discussed between client and customer. When we analyse the interviews and report the findings, we provide practical recommendations on how to best make use of the feedback so they can be integrated immediately into business processes and improve levels of service.

CPR is great for using customer input to improve the perceptions of your business and comparing perceptions of your business to competitors. It is also an excellent forum to explore areas of potential concern and pre-empt issues before they arise.

Please contact **Conor Quinn** for more information.

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www.bizstarinternational.com

CPR Overview



Complimentary initial **CPR** consultation to discuss benefits to your business and best approach.

Define number of customers to include in the project and the specific business process areas to explore.

BizStar-client consultation to complete the final format of the interview guide, with the optimum interview length 30-40 minutes.

Customers are contacted to inform them of the project and ensure they are happy to participate. An appointment time is scheduled, at their convenience.

All interviews are conducted, generally within a 1-2 week window.

Analysis of interview findings is conducted, generally within a 1-2 week window.

Findings and report are presented to the client, including recommendations for immediate action to improve levels of service. BizStar can also assist with implementing recommendations, as and when required.

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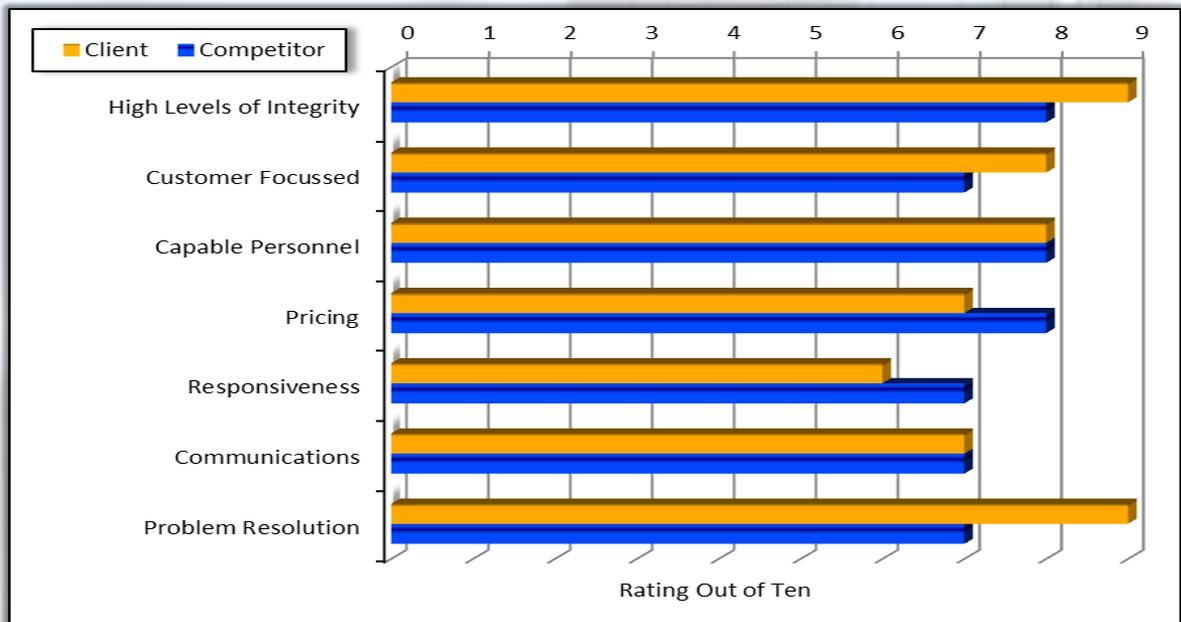
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Presentation

CPR findings and recommendations are presented in Microsoft PowerPoint. It will include sections such as Highlights, Areas for Improvement, Performance Ratings, Competitor Comparisons and Key Points Summary, as well as analysis of each customer interview.

Example of Client/Competitor Ratings Results



As well as providing ratings for each area of study, analysis of each customer interview will include summaries of key issues discussed and specific recommendations for improving customer service.

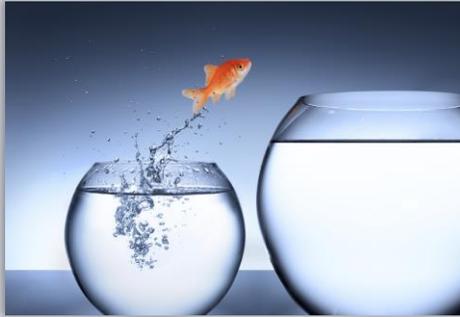
The research results can be compared to future studies to ascertain where improvements have been made and where further improvements could benefit the business. Comparison studies can be conducted annually or every two or three years, as, when or if required by the client.

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Investment



Customer Perceptions Research is an investment for improving business performance now and in the future. By engaging more deeply with your customers the client-customer relationship is strengthened. You will be using your customer's experience and industry knowledge to improve your business, as well

as assessing perceptions of business competitors and where improvements in customer service could provide you with a business advantage. By improving customer service your business will increase revenue and provide an excellent return on your **CPR** investment.

When we conduct a **CPR** project for your business BizStar will give your company and staff access to a highly professional team that has conducted successful projects in the research industry for over a decade. We will be responsive, flexible and insightful during all aspects of the project.

Fee Outline

- ❖ Complimentary 1 hour consultation
- ❖ \$690 per customer interview (this includes liaison, interview guide consultation, scheduling interview appointments, interview time, analysis of findings and reporting)
- ❖ Travel expenses additional
- ❖ Presentation of the results additional
- ❖ Transcription of interviews additional



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