

Goodbye, 42-tabbed satisfaction spreadsheet.

Hello, results. What happens when your business grows so fast that your critical satisfaction survey tied to incentives morphs from one survey—into seven? Sure, changes like that are easy to manage on the front-end, but the back-end can be a disaster. See how this leading manufacturer of windows and doors rolled its seven disparate, data-thick surveys into one tidy, accessible satisfaction system.

You can't get too close to your customers.

Imagine your firm suddenly gaining up-close and personal access to millions of potential new customers. What would you do? Leadership at this well known athletic-apparel company, with new Web and retail channels bringing the brand nearer to customers than ever before, determined to do more than sell; they also set their sights on loyalty and growth with an end-to-end Net Promoter Score program.

Customer love for membership organizations, too.

Being part of a membership organization might make it harder for you to evaluate member satisfaction and loyalty ... but harder does not mean impossible. Read how the number one fitness franchise in the world uses real-time, quantitative and qualitative customer satisfaction data to deliver consistency across the brand, meet the fitness goals of its members and win the war against member attrition.