

# Your customers are unique. Don't send them a cookie-cutter survey.

Hearing what customers have to say on a variety of possible subjects is good for any business. Whether it's their experience with your company, getting reaction to new offerings or any other subject, it makes sense to learn what they have to say.

The business you are in doesn't matter; how you interact with customers: online, in person, by phone doesn't matter; how much a customer spends with you doesn't matter. Each and every relationship is important. That's why you really should have a process to listen to customers, and a survey is a great way to go about this.

If you choose to do customer surveys, yes, you have a lot of choices including templated surveys, DIY, and expensive systems. At Readex, we make a difference by helping you design and deploy a customer survey, one that is set up just for you. No off-the-shelf, pre-fab survey.

We collaborate with you to find out what is important in your relationship with customers, set up a process just for you and make it happen. All for a modest investment. The good news is that once a survey is set up, repeating it in the future is easy and very economical.

- We start with a blank page and write a questionnaire based on what you need to know.
- Once a questionnaire is done, we'll set up your survey website and collect data from customer responses.
- When the survey is over, we do the tabulation and provide final reports.
- But we don't stop there! We'll conference with you and go through study results to make sure you understand and can use the information.
- All of this at a fair and competitive price.

Contact us when you have a custom survey project for your customers. We'll be happy to talk about your situation, recommend a solution and follow up with a proposal.

Mike Zeman, Director of Sales-Custom Surveys, will be glad to help. Contact Mike when you are ready to have a conversation.

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