



SERVICE INDUSTRY

Customer Experience Management using SurveyFiesta

Feel free to visit our website and request a demo
<https://www.surveyfiesta.com/contact-us/>



We Inspire Growth Through Innovative Research Solutions.

With a team of specialists that are available to assist with client research needs, we pride ourselves in providing scalable research solutions, while breaking the boundaries of research with our innovative thinking.



Research Specialists

Our team consists of experts that are highly trained and experienced.



Fast Turnaround Times

Quick turnaround times compared to our traditional players.



Cost Effective

Offline links or QR codes are sent to respondents, that can respond in the comfort of their homes, speeding up the data collection process.

Surveyfiesta[®] is a **market research and surveying** company that simplifies the collection, analysis and reporting of market related data. We strive to take the pain away from conducting market research through our exceptional online survey platform. We offer an advanced online survey platform that looks to deliver all the essentials to our growing global clientele.

Our plans are designed to provide the necessary flexibility that **meets your specific budgetary and service needs**. Furthermore, provide the necessary surveying services to our clients to help them push forward, grow, observe, learn and assist businesses in making informed business decisions based on real actionable data.



MARKET RESEARCH APPROACHES

Surveyfiesta® prides itself on the ability to choose between **qualitative** / **quantitative** or integrated methodologies (mixed methods) based on what is best for the project and research.

We do our data collection on our platform

We continuously building a customized, closed, digital (online and mobile) collaboration platform with consumers that are interested in their voice being heard by brands.

As one of the leading global online surveying companies, we offer our customers subscription options which include a **free trial account**, **silver** and **gold plans**.



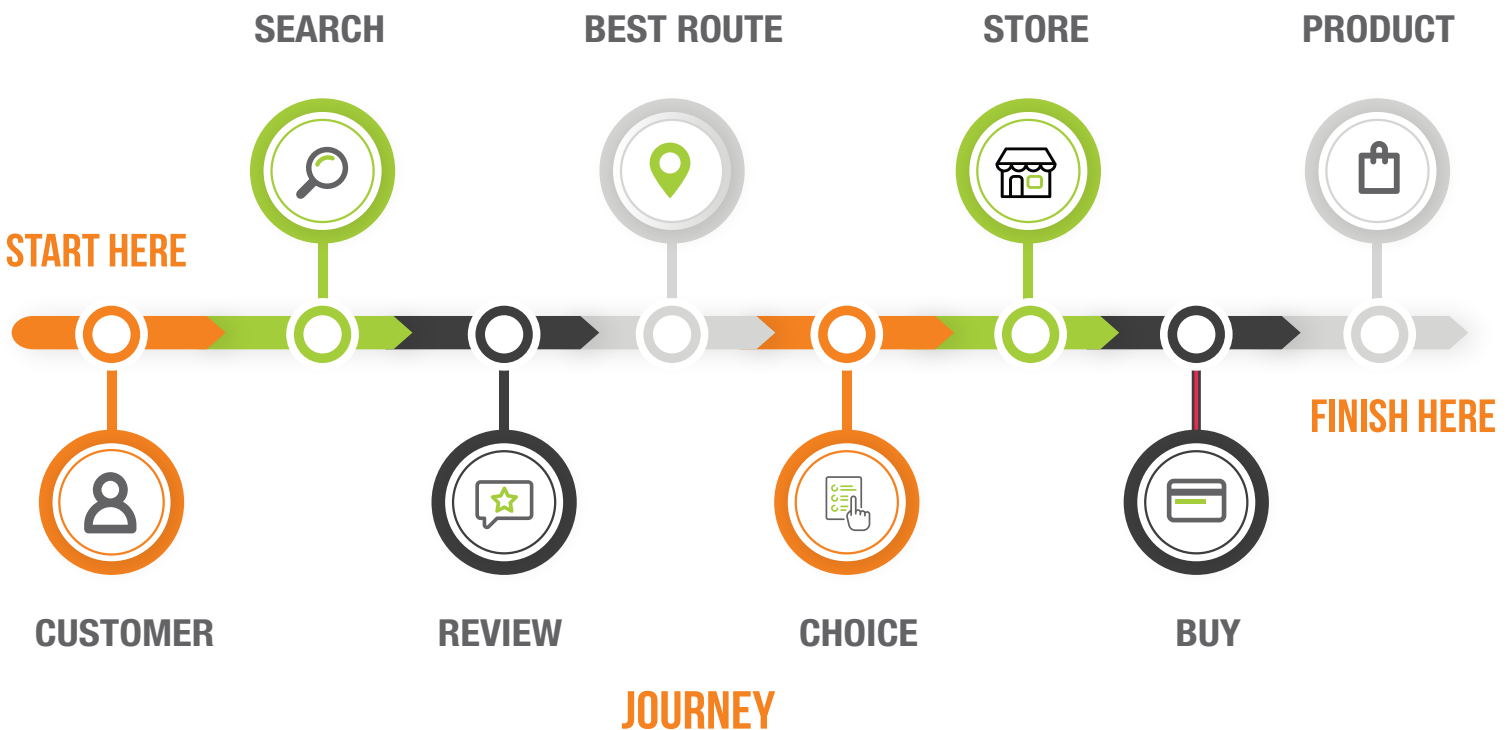


WHAT IS A CUSTOMER JOURNEY MAP?

A customer journey map (CJM) is a visual representation of your customer's experience. It allows you to capture the path that a customer follows when they buy a product, sign up for a service, or otherwise interact with your products and or service offerings.



Customers need to be at the core of your business, whilst empathizing with your customer's pain points, wants, and needs is vital for the success of your overall business.





BENEFITS OF USING A CUSTOMER JOURNEY MAP

CJMs are beneficial because they are infinitely adaptable to solve problems and fill gaps. A basic map includes a specific persona, the steps beginning-to-end of the customer experience, and the potential emotional highs and lows.

Anticipate multiple customer pathways

Each customer won't have an identical user journey, so one of the advantages is that you can plot out multiple pathways through your product.

Understand the customer's perspective

To get a more insightful understanding of how the customer experiences their product. Mapping out customer journey's helps explain why customers make the choices they do and what is most aspect of your product is most valuable to them.

Inform updates and new features

Anytime you want to update your product or add new features, you'll want to bring in the customer's perspective. By helping you hone into the steps and features that are most important to a customer, you can better understand which updates will benefit them the most.

Target customer personas more closely

Customer journey mapping gives you a better understanding of your different buyer personas. Armed with this understanding, you can create different pathways for different personas and provide a more personalized experience.

Improve customer service

Finally, by helping you understand customer needs, customer journey mapping will help you identify at which points in the journey customer's need the most help, and then target your customer support efforts towards those parts.

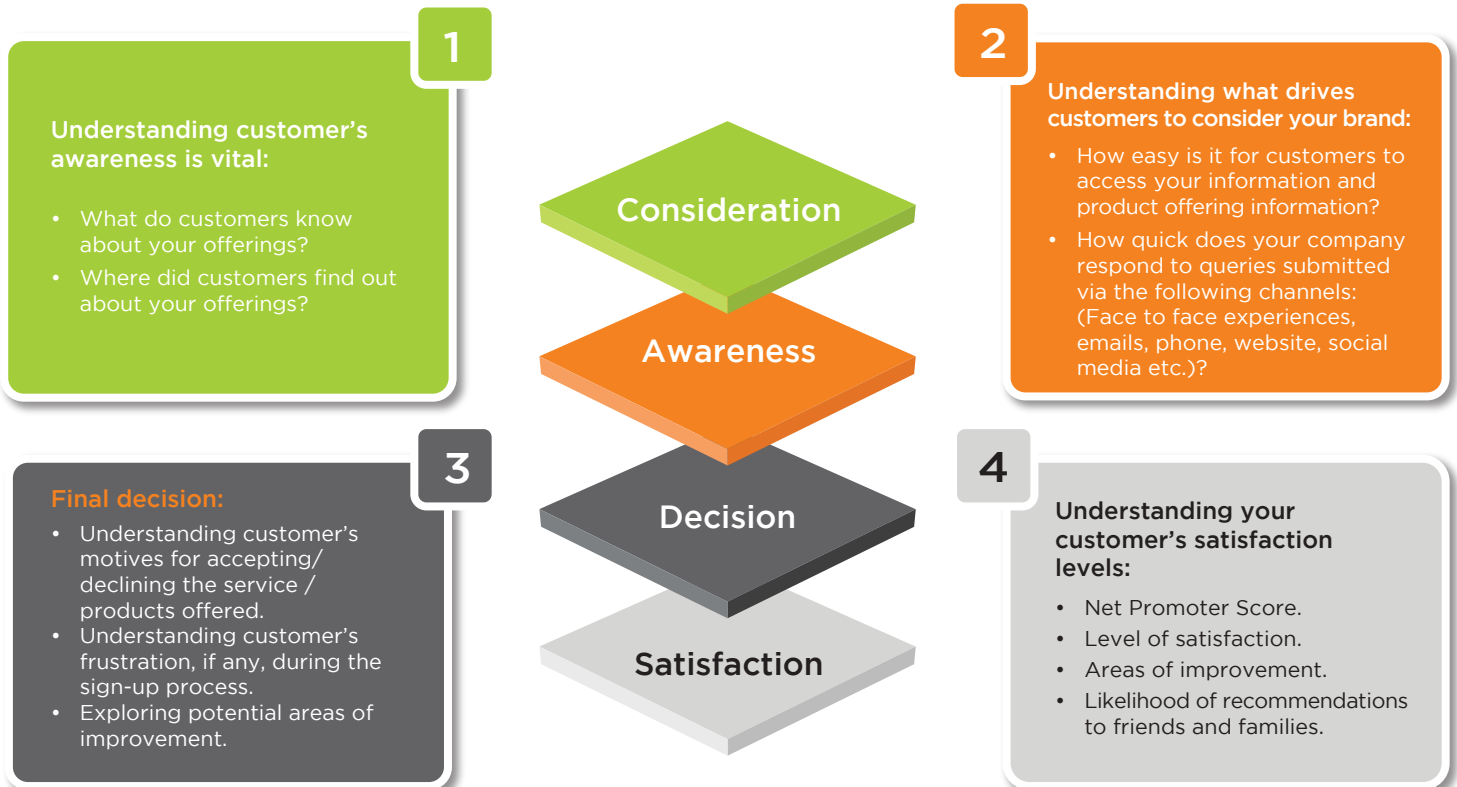


OTHER CJM BENEFITS

- Promote a customer-centered company culture
- Gain insight into your customer base
- Pinpoint your ideal buyer
- Increase inbound marketing efficiency
- Improve sales conversion rates
- Enhance customer experience
- Reduce customer support workloads
- Generate repeat business
- Decrease customer churn
- Increase the customer lifetime value



AREAS SURVEYFIESTA UNPACKS





OUR RESEARCH APPROACH



QUANTITATIVE SURVEY

We design the quantitative research survey in collaboration with the client.

The survey will be done to:

- Fully understand the customer's journey with your company;
- Understand the customer's current frustrations which will inform our qualitative phase (MROC Phase); and
- Understand the customer's needs.

Outcomes:

- Interesting insights will emerge.
- A 10 to 15 min survey that has between 20 to 28 questions.
- Research report with conclusions and recommendations.



OUR MROC PROCESS

MARKET RESEARCH ONLINE COMMUNITY (MROC)

Using our SurveyFiesta mobile application (Android and iOS), we undertake an exploratory qualitative research engagement with customers, based on research objectives designed in collaboration with the client.

We deep-dive in order to:

- Fully understand the customer's journey with your company.
- Explore areas of improvements.
- Unpack current frustrations, if any.
- Fully understand the customer's needs.

Outcomes:

- Unexpected insights emerge.
- Additional probing and questioning around specific findings/areas of interest (specifically questions beyond the scope of the survey).
- Reliable feedback from users, that will bring the findings to life and make it more practical with examples and case studies.

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