



CUSTOMER SATISFACTION

Telecommunications Sector

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



WHO WE ARE



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**.





UNDERSTANDING CUSTOMER SATISFACTION



Customer satisfaction is an emotional reaction to the gap between what customers expect and what they get when it comes to the fulfilment of particular objectives, goals, or desires.



Delivering high-quality service is critical in today's competitive market for a long-term competitive edge. Customer happiness does have a favourable impact on a company's bottom line. Customer satisfaction leads to repeat purchases, brand loyalty, and positive word of mouth, therefore satisfied consumers are essential to any successful organisation.



Many studies have found that satisfied customers tell five or six individuals about their positive experiences. These individuals include telling a colleague, friends and or family members.

“ A customer talking about their experience with you is worth ten times more than what you write or say about yourself. ”

— David J. Greer

“ Quality is remembered long after the price is forgotten. ”

— Gucci Family Slogan

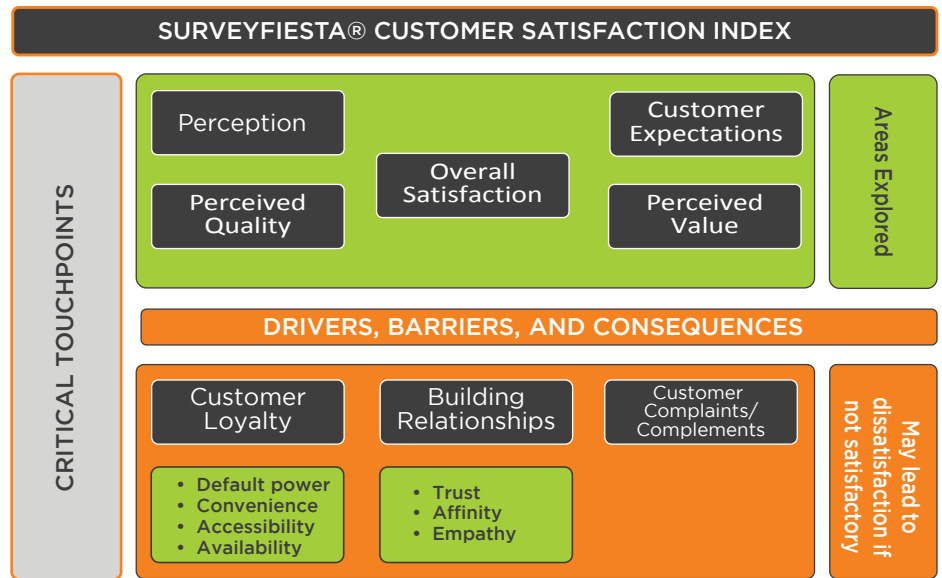


SURVEYFIESTA'S CUSTOMER SATISFACTION MODEL



Based on the SurveyFiesta® platform, we have developed a Customer Satisfaction and Experience kit that assists those in the highly competitive telco industry to measure customer perception, overall satisfaction, quality of service, expectation, and value perceived.

SurveyFiesta® understands that customer satisfaction is vital to both the telcos and their customers, as such, we have designed a set of questions that seek to not only measure the degree of service quality, communication, and overall satisfaction, but also measures the drivers, barriers and consequences to enable the telecommunication industry to make informed and strategic decisions that will facilitate long-term success and profitability.



WHAT SURVEYFIESTA MEASURES

- The overall level of satisfaction with the overall performance in delivering quality services.
- Net Promoter Score.
- Customer effort/benchmarking Score.
- Customers' perception of how well the Telecommunication industry currently meet their expectations, needs and requirements in providing good quality services.
- Customer experience with the use of the telecommunication onboarding channels and Customer experience with the telecommunication overall process.
- Causes of dissatisfaction if any.
- Areas of improvement.
- Recommendations and way forward.



WHAT SURVEYFIESTA ASSISTS WITH



IDENTIFY

Identify the appropriate indicators of customer satisfaction that will be applied in gauging the levels of satisfaction and sustainable methodology for measuring baseline levels and progress in improving them over time.

USE

Use appropriate data collection and analysis tools to accurately measure the level of satisfaction for telecommunication customers.

TRACK

Track your customer satisfaction and experience, which will allow for comparison and suggested areas of improvement in the long-term.

ANALYSE, REPORT AND PRESENT

Analyse, report and present the findings of the Customer Survey.

SURVEYFIESTA VS EMAIL CUSTOMER SUPPORT TOOLS

SurveyFiesta Advantage

- We offer a customised Customer Satisfaction research instrument-designed by qualified researchers.
- Comprehensive data collection.
- Professional data analysis.
- QR Code to take your customers to the survey - which can be added to payment slips/receipts, brochures, product packaging etc.
- Allows for customer anonymity.
- Saves you time as SurveyFiesta handles all the research process and reporting.
- Continuous feedback and tracking of your data.
- Consolidated report on a quarterly or monthly basis and a topline report weekly.

Disadvantage of using email customer support

- Customers might want to remain anonymous. Emails do not offer anonymity.
- Customers may perceive your email as being robotic - as the email may be missing the personal touch.
- Emails can be annoying to customers. Think Spam!
- Customers can copy the email address incorrectly.
- The process of copying the email can be inconvenient and time consuming.
- Consumers may not respond to emails.
- Emails may land in a spam folder.
- Long term collection of data via email cannot be traced if responses are not in one platform - thus skewing the final findings.

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