



REVIEW



RESEARCH

CSAT

Tune-Up

CSAT surveys provide invaluable periodic insight on levels of customer satisfaction, however over time some organisations face challenges that require the methodology to be reconsidered and revised. We work with organisations on:

- Overcoming respondent apathy through:
 - ◇ Reviewing survey frequency
 - ◇ Reviewing and updating sampling & respondent recruitment methodologies
 - ◇ Survey redesign
 - ◇ Identifying the most appropriate research medium, e.g. email, street, telephone, online panel or community, etc.
- Reviewing analysis & reporting methodologies to optimise levels of recipient engagement
- Reviewing how actionable insight is utilised within the business to drive transformational change

Jericho Consulting Limited

2 – 6 Boundary Row,

London,

SW1 8HP

+44 (0) 207 099 1950

info@jerichoconsulting.co.uk

 [@CustExpMan](https://twitter.com/CustExpMan)

<http://jerichoconsulting.co.uk>

JERICHO