



- Client Dashboard
- Star Data Scanning Services
- Star Data Web Surveys
- Star Data Call Center
- Star Data Database Services
- Pulsar Web Real-time online tabulations

How can Star Data Systems help you and your clients?

- *Customer Satisfaction Surveys and Programs*

Situation: You are currently conducting or would like to conduct an ongoing survey to track customer satisfaction with your company's products. But you and your top management would like to go beyond traditional customer sat surveys and come up with a way to actually *do* something about customer satisfaction rather than simply monitor the numbers passively. Your current supplier is doing a pretty good job of reporting research results, but you are spending a lot of money to get the same results year after year. You wish there were a way that your regional offices or dealers could be notified quickly when a customer has a problem and actually do something about it while there's still time.

Issues and Problems: Traditional market research companies view their role as data collectors and consultants in survey measurement rather than as partners in solving the operational problems associated with actually improving customer satisfaction.

Solution: Using Star Data's Dashboard and database services, paper questionnaires are scanned and processed and presented to you on your own customized and secure dashboard website within seven days of receipt. Telephone and web surveys are available within three days. Rather than simply showing overall satisfaction and survey results, you can view scanned images and recordings of the actual questionnaires sorted and filtered by category of complaint. Customer complaints or problems are flagged so that you and your regional managers or dealers are notified immediately when problems occur. Star Data "Box-scores" and real-time tabs of your customer sat data are available to you and your management via the web on a 24/7 basis. Customers can be contacted immediately by you and your staff to investigate and correct problems before they become major issues. If you wish, our in-house call center can make the initial contacts on your behalf to investigate complaints and resolve minor issues before they escalate. More serious issues can be passed on and addressed immediately by your managers before they become major problems to your company. Customer satisfaction is not only measured over time, but improved as well.