

## IN SEARCH OF CUSTOMER LOYALTY

### Do You Know What It Will Take to Keep Your Customers from Leaving? And Are You *Delivering* It?

There are many ways for your customers to be wooed away — newer products, lower prices, better service, glitzier websites, etc. You need to give your customers a reason to stay.

Why?

It costs *5 times more* to get a new client than to keep an existing one and existing clients are *much more profitable* than new ones.

There is a way to minimize the number of lost clients and to attract new ones in the process.

### You Can Be The Vendor of Choice in Your Market

Organizations that know what is important to their most profitable customers — and then *deliver* it — have the key to maximizing customer loyalty and can virtually lock out the competition.

The only way to understand what your customers value is to ASK THEM.

Your customers *want* you to understand their needs. They don't want to go to your competitors, but they will. By showing a genuine interest in understanding what is important to your customers, and then taking action that shows a commitment to delivering it, you can win them over for the long-term.

You will gain a reputation for being the kind of company that customers want to do business with...and one that has products and services that meet their needs better than anyone else. Referrals will come from all directions...and your profits will increase as you increase the number of long-term customers and worry less about finding new ones.

### If This Is Just Common Sense, Why Isn't It Common Practice?

Most likely, you already know the importance of keeping your existing customers happy...and have read all the statistics about the cost of losing customers. And you may already be getting feedback via customer surveys.

But do you *really* know what your customers want? Have you taken a step beyond traditional feedback cards and surveys to get additional insight from your customers by *talking* to them?

It's hard to do *anything* beyond keeping the core business moving forward — and talking to your customers takes time. It also takes time to develop the expertise required to integrate customer input into the business.

Objectivity is another obstacle to talking to customers — it can be much easier for people from outside the organization to get honest answers from your customers. Customers tend to be more honest with 'tough' feedback when it is solicited by a third party vs. someone from your organization who may have a vested interest in the answer.

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## The Insight Advantage

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#### Finding A Partner Who Can Help

It is important that you find a partner who brings experience and commitment to helping you not only gather, but also integrate, customer insight into your business.

We're not talking about simple customer satisfaction data, but actionable information that can immediately impact decisions about how your organization does business — what products you invest in, how you communicate with your clients, etc.

Once you have clear information about what your customers value most in key areas — and how well you are meeting their needs — it is important to quickly assess what the impact of this insight is on every aspect of your business. And to make changes that show your customers that you understand their needs and are committed to addressing them. That you *care* about their business.

The right partner will be able to provide the expertise and resources needed to make this happen and to put a plan in place which will ensure that you are talking to your customers on an ongoing basis in order to help anticipate changes or new trends.

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#### Contact us today:

##### The Insight Advantage

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#### The Insight Advantage — Helping You Get the Insight You Need

The Insight Advantage provides a full range of services to help organizations integrate customer insight into their businesses.

We have over 15 years' experience in using a wide array of data collection tools/processes that help organizations become 'customer-centric' and have expertise in integrating customer insight across functional areas, helping to create *organizational* solutions vs. *functional* solutions.

We are committed to helping our clients increase the loyalty of their customer base by getting them the information they need to ensure that their products and services meet the needs of their most profitable customers better than anyone else.

The Insight Advantage can help determine the most important areas for you to get customer insight, or meet you where you are. If you already have questions that you want answered, or customer feedback that needs to be further explored or clarified, we can help design the right mix of surveys (written, telephone, and/or web-based) and interviews or focus groups to get the information you need. And then quickly tally and interpret the results in a way that makes it easy to make decisions based on the input you get.

This process can be done quickly and cost-effectively. You don't need to talk to a *lot* of customers — just to the *right* customers — to be able to make a notable difference in how well you meet their needs.

We can be the strong partner you need to successfully gather and translate your customers' input into your business — helping to ensure that your organization has ongoing insight into your customers' evolving needs and expectations.

Please call us at (408) 358-0700 or contact us through our website, [www.TheInsightAdvantage.com](http://www.TheInsightAdvantage.com), to get started on the road to increased customer loyalty.