



White Paper on Client Satisfaction Survey....

By ZenTEST Labs

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White Paper

To: All the Mangers who believe in making a difference to the success of their Clients.

Do you really want to know the secret to the success of the most admired? companies worldwide&

The answer is pretty simple think how you can be partners in their success...

Many companies understand that they are in business because of their clients. But very few really understand the dynamics which goes behind creating relationships which are satisfying, enduring and significantly productive. We at ZenTEST Labs help you make that telling difference which helps you move from “Doing Good Business to Doing Great Business”

Organizations are in the business of selling either certain products or services. They build on their capability as well as maturity to ensure that they climb or stay on the top of the market. However this may not be always possible. There could be many “GAPS” which could be at client requirement understanding stage, product deliverables stage, after sales service stage or from other value added intangible expectations of the present day client.

With competition increasing and Market share decreasing day by day many companies have acknowledged that markets world over is increasingly customer driven. Assuming customer needs may now even end at possible disasters and product and service rollback resulting in damage at monetary and image perception level. Hence more and more companies are now accepting the need to listen and value customer voice and those factors which would result in customer delight. The most important factor that is an eye blooper is the number of companies willing to outsource this exercise to third party associates thus gaining an unbiased understanding of the market as well as customer perception.

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We at ZenTEST understand this requirement at a deep level being in the business of providing consultancy and process roadmap to many software companies. We have pioneered a system which ensures that software companies understand Key Satisfaction Indicators (KSI) at product, service and misc. levels to ensure client satisfaction, growth and retention.

Our approach is defined under 4 phases:

Phase1: Taking Client requirement/Feedback. Working on (KSI), keeping customer mindshare as key reference. Designing template based on the same ensuring simplicity in data capturing, assimilation and analysis.

Phase 2: Client Satisfaction survey execution which could be at personal levels or via phone or mail.

Phase 3: Data assimilation, inference and analysis.

Phase 4: Client presentation with consulting on (KSF) Key Success Factors.

We also consider outside consultancy at Process Framework Implementation (PFI) which would result in time bound rigorous implementation of system which will quickly lead to desired results.

To understand our services better, please feel free to contact us at:
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