

The GSA Research Referral Generator

Harness the power of customer satisfaction

Generate profitable new business referrals

Fact: It is well established and documented that it is more profitable to retain current clients than to generate new ones. The cost of acquisition is zero!

Fact: The most profitable and valid method to generate new business is through word of mouth referrals and customer recommendation.

Fact: Customers are looking for value in the present climate and are more likely to look elsewhere if you don't meet their needs.

Fact: There is less and less true differentiation which means it's ever easier for clients to switch suppliers.

Fact: Excellent service is a true differentiator. Do you go the extra mile?

Fact: Few customers tell the truth when sales or account management people ask them how things are going. They also lie and you only find out when they tell you they're leaving.

Fact: Few companies demonstrate they really care about their clients by formally checking on the key factors influencing satisfaction. A Harvard survey found that clients felt that 80% of customers felt they were doing a good job. Unfortunately only 8% of customers agreed!

Fact: Independent research lends credibility to the process of gaining customer feedback. Research shows that 50% of customers will have a greater appreciation of you simply if you formally ask them what you could do better.

Fact: Satisfaction research independently and properly conducted enhances perceptions of service. It can also unearth new business opportunities and ideas for new products / services by engaging with customers.

What is the GSA research referral generator?

The GSA research referral generator is a sophisticated customer research survey combined with a powerful way of generating new business opportunities from your most reliable source – your customers.

Independent client satisfaction research helps to identify opportunities and head off danger. Client retention is paramount and referrals are your most lucrative opportunities.

When listening to clients during research, there is a real opportunity for generating new business. It generates opportunities for cross sell and up sell if carried out professionally.

By utilizing our Research referral generator, you will:

- Identify areas for immediate improvement in your service
- Find out what's really important to your clients and how you measure up
- Find out what you're doing that your customers appreciate most
- Unearth opportunities for referrals that are your best form of new business opportunity.

How does it work?

- We create a customer satisfaction questionnaire which we host online.
- You advise us of any specific additions including key performance indicators relevant to your business.
- We telephone your clients and ask them the questions.
- **You only pay per completed survey**
- We ask them their **overall** satisfaction with your service
- Based on a positive response of 75% or more, we ask those ranking you highly if they would be prepared to give you a testimonial
- For those that say **YES**, we ask them if they would **recommend** you
- Those that say **YES** based on a positive response of 75% or more, we advise that the most powerful source of business is word of mouth. We then ask if we can call them back in a few days and ask them for 2-3 names and contact details of those that we may contact.
- We call the contacts to set up meetings for you to present your business to warm prospects.

What do you get?

- Independent research identifying how you are performing in the eyes of your customers
- The feel good factor with your clients
- An opportunity to identify new business angles
- We produce a full report of the research findings with recommendations
- A benchmark against which to measure future client service
- A tool to use to train and incentivised internal sales and support staff
- Warm new business referrals with credibility already secured.

To discuss your requirements, [click here](#) to send us an email or call us on 0845 658 8192 quoting RRG001. If you would prefer not to receive emails from me in the future please [click here](#)