

SURVEY

PRIMARY RESEARCH LINKED TO YOUR MCIF

Are you looking to answer questions like:

1. How happy are my customers?
2. Why do they do business with us?
3. What would make them leave?
4. What new products are they looking for?

Then look to MARQUIS to professionally execute a survey that's custom tailored to your objectives. The overall objective of our surveys is to provide actionable information concerning your customers to help make better decisions.

A MARQUIS survey also allows you to measure attitudes and satisfaction with your products, services, and overall way of doing business.

Tie customer responses to your MCIF data for additional insight.

Tying survey results back into the MCIF can help you profile customers for additional knowledge. For example, when doing a closed account survey, profiling these customers can identify look-a-likes, to stop further attrition from happening.

To explore your survey options, contact MARQUIS today.

