

Why should you worry about Customer Satisfaction?

Because the revenue from your Customers is *directly* related to their level of overall satisfaction!



For every \$1.00 that a *Totally Satisfied* Customer brings you...

A *Somewhat Satisfied* Customer brings you 38¢,



A *Somewhat Dissatisfied* Customer brings you 7¢,



But...

a *Totally Dissatisfied* Customer *costs you \$1.80 !*



A survey is often the most effective way to test your Customers' satisfaction, but the real way to actually *change* their satisfaction goes far beyond an ordinary survey. A Relationship Program, which encourages high-level customer participation, Senior Management commitment, and on-going Customer feedback, will build solid relationships and trust while increasing the revenue from your *Totally Satisfied Customers*.

At *Development II*, we work with businesses that want to make sure they earn ALL their customers' available dollars. Our methods are unique *and far beyond the ordinary*.

Let us put our experience to work for you!

