



The Value of Customer Surveys

A glassCanopy Service Spotlight

Customer survey benefits:

- Validate levels of customer service
- Identify areas of low sales saturation
- Analyze the value of potential service offerings to existing and future clients
- Pinpoint hundreds of pre-qualified sales leads

Problem

It's very difficult to evaluate the strengths and weaknesses of your own organization with an objective eye. The challenges and decisions you believe your customers and potential customers think are important might or might not be what they really care about.

There's no substitute for asking customers what they want

Reports from sales and support help paint a picture of your customer's needs- but there's no substitute for periodically entering the market and asking customers and potential customers what they want and what they think about your firm.

Survey current customers to help:

- Consider new product or service offerings
- Identify areas of under or over servicing

Survey competitor's customers or non-customers to identify:

- Potential sales leads
- Points of differentiation

Solution

glassCanopy can help your organization develop and deploy a survey for your customer base. Our surveys are custom-designed to provide you with a wide range of information about demographics, satisfaction levels and desires for new offerings. Without offering any incentives, we've garnered a 50% response rate from thousands of customers with our previous clients.

Identify qualified leads that represent a new source of revenue

glassCanopy can also help you create a distinct survey designed to target dormant and potential customers. This group is more difficult to reach, but can provide you with new and unique information about your organization. Because this isn't the group your sales team talks to on a regular basis, you can learn about the most effective way to reach an untapped market. To encourage survey participation, glassCanopy might suggest an incentive, such as a gift card, to boost response. Using this approach with past clients, we were able to identify a large number of qualified leads that represented a completely new source of revenue at a very low cost per-lead.

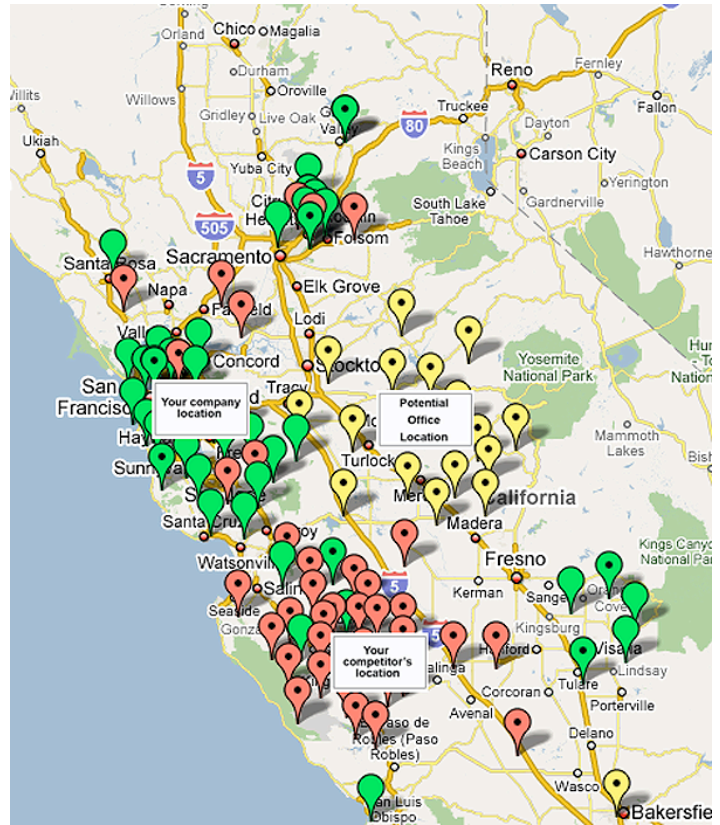
Results

glassCanopy will analyze, slice, and dice the data to get the most valuable information

After collecting your survey responses, glassCanopy will slice, dice, and analyze the data to get the most valuable information for your company.

In addition to high-level interpretation and useful summaries of the data, we can provide you with detailed data analysis filtered by any criteria: customer location, industry type, interest level, or any other information you feel is valuable. Using batch geocoding technologies, glassCanopy can map the location of high-value customers. We can sort through open responses and sort suggestions or comments into related groupings. Survey results can reveal valuable information about your sales or support processes, such as the origins of lost business or actionable improvement items. glassCanopy can also identify potential customers open to contact from sales representatives, and pass on those hot leads directly to you.

- High level analysis and recommendations about what the results mean from strategic and tactical marketing perspectives
- Information custom-filtered to best benefit your organization
- Identify areas of weakness and actionable improvement items
- Pass on promising and receptive leads



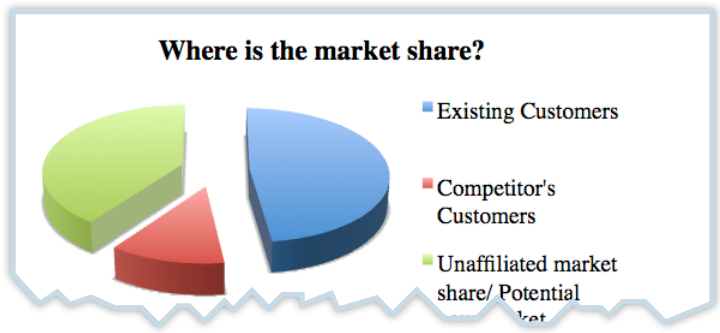
Mapping customer feedback can show areas for growth or expansion

What we do for you?

Summary of Open Responses

From the open-ended responses we gathered, we can see a few trends that keep arising among this group:

1. Desire for more training



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