

Customer Satisfaction Surveys (CSS)

Hear what your customers are saying through our online (IWR*) and phone (IVR**) customer survey tools. Mobile ready and convenient for your customers, our CSS programs provide you with timely customer feedback near the point of experience. And with instant alerts for low or high scores and comprehensive reporting options, your organization is able to adjust quickly to real-time customer feedback in order to increase customer satisfaction and revenue.

Alta360 Research can maximize the impact of your CSS programs by offering survey incentives/rewards that build repeat business and by inviting respondents to opt-in for future survey opportunities. This future survey opt-in, known as our Research Panelist Program (RPP™), is a smart way to build a custom research panel of your own customers, ready to be queried at your convenience.

*Interactive Web Response

**Interactive Voice Response

Program Features

- Mobile ready; online and phone options
- Completely scalable with unlimited IWR responses for flat fee
- Qualitative (open ended) response option
- Celestial Reporting & Analytics™
 - Instant access to survey data and recorded comments, 24/7
 - Custom branding and reporting options
 - Action Plan Dashboard
 - Automated notifications of +/- scores
 - GLI (Guest Loyalty Index) analysis
- Research Panelist Program™ Option

Program Benefits

- Immediate, actionable feedback
- Analysis and continual evaluation of Key Performance Indicators (KPI)
- Evaluate effectiveness of current training initiatives
- Understand overall satisfaction as it relates to brand perception and loyalty
- Understand customer perception of products, service and facility
- Drive repeat business and build a custom research panel for future use