



❖❖❖ Survey: 2006 Customer Service Strategies

Summary Results

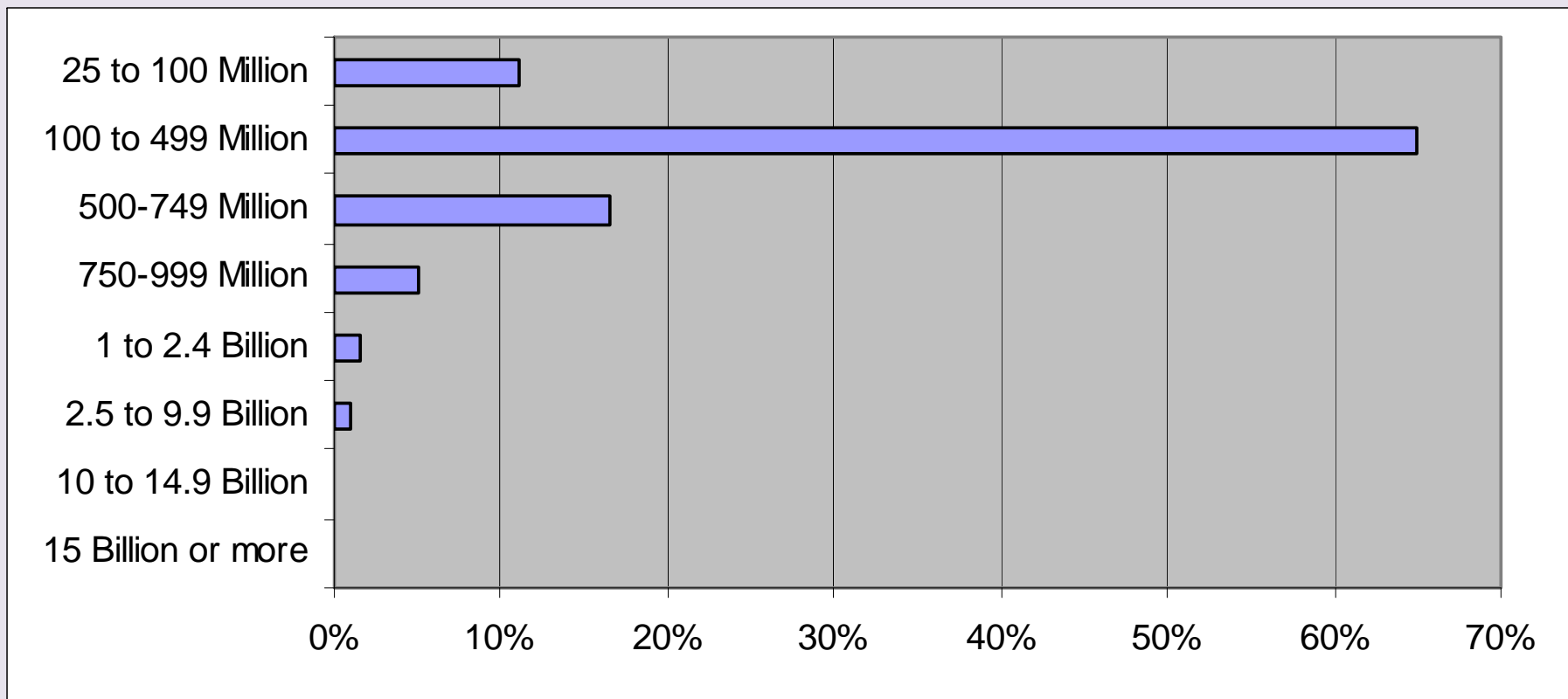
January 5, 2006

••• Program Overview

- Between October 24 and December 19, 2005 **GATEPOINT RESEARCH** invited selected executives in selected industries to participate in a survey campaign.
- Candidates were invited via email and postal mail to participate in a survey themed “Customer Service Strategies.”
- 100% of respondents participated voluntarily; *none were engaged using telemarketing.*

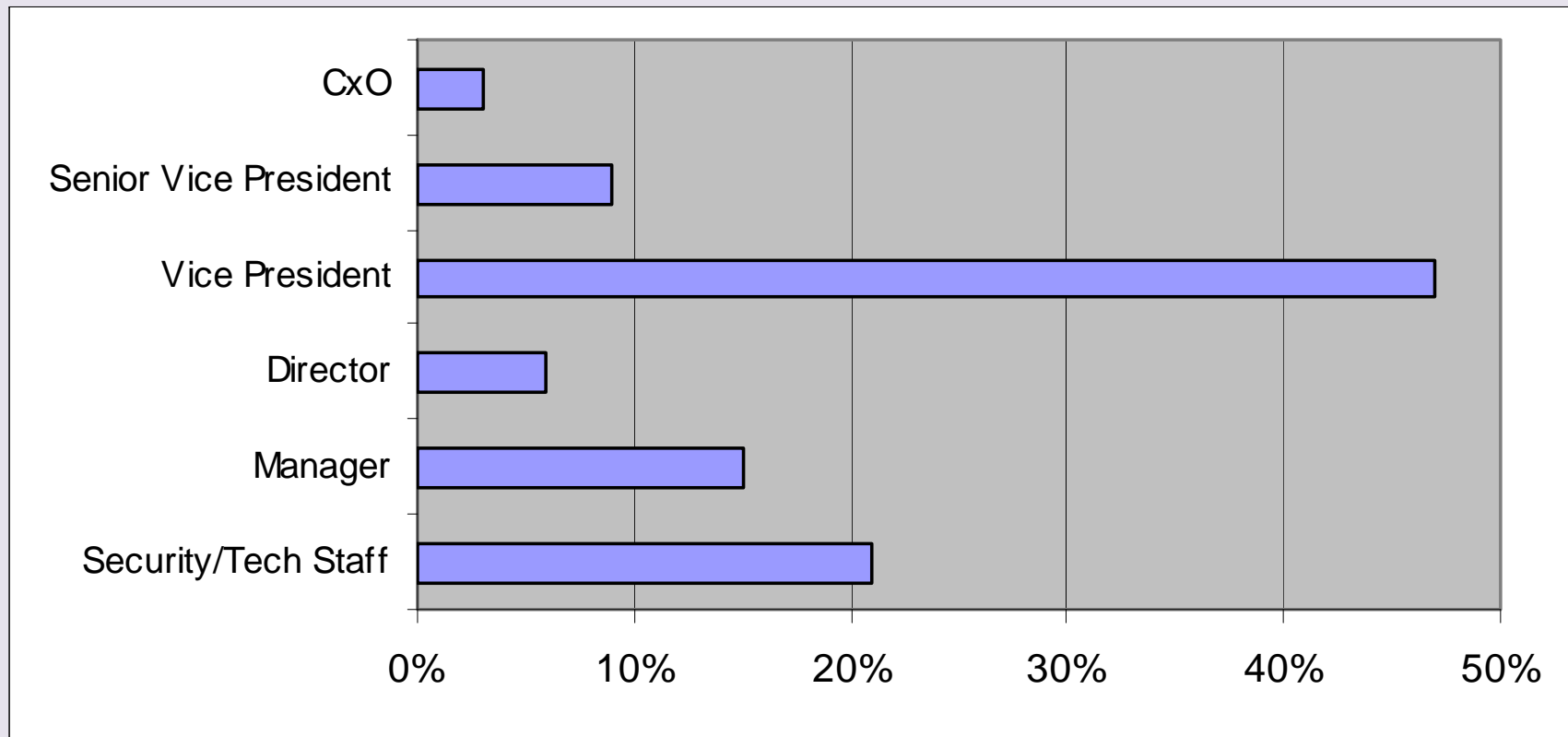
Profile of Responding Companies

Responders were overwhelmingly from mid-market organizations.



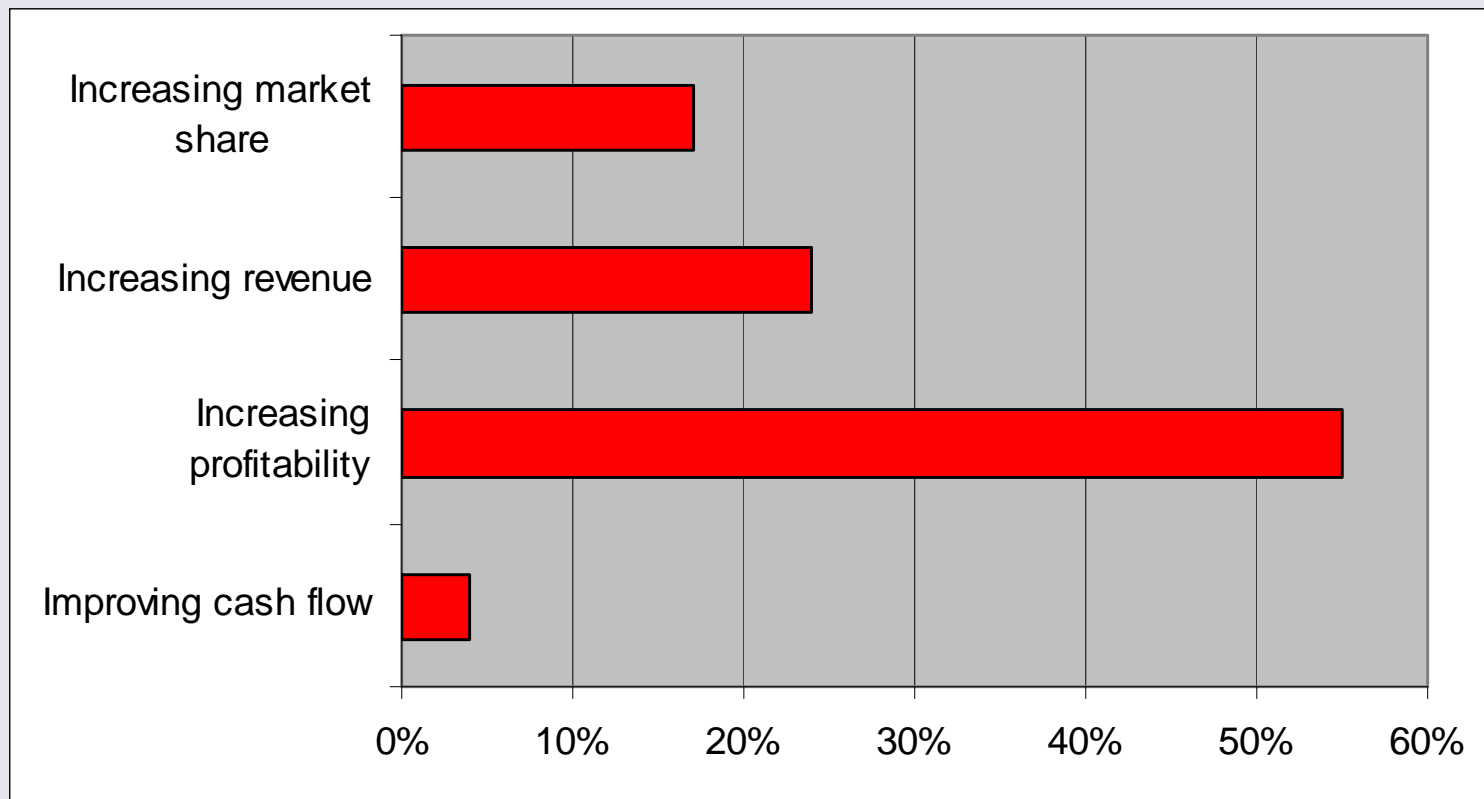
Profile of Responding Executives

Two-thirds of survey responders held the title of Director or higher.



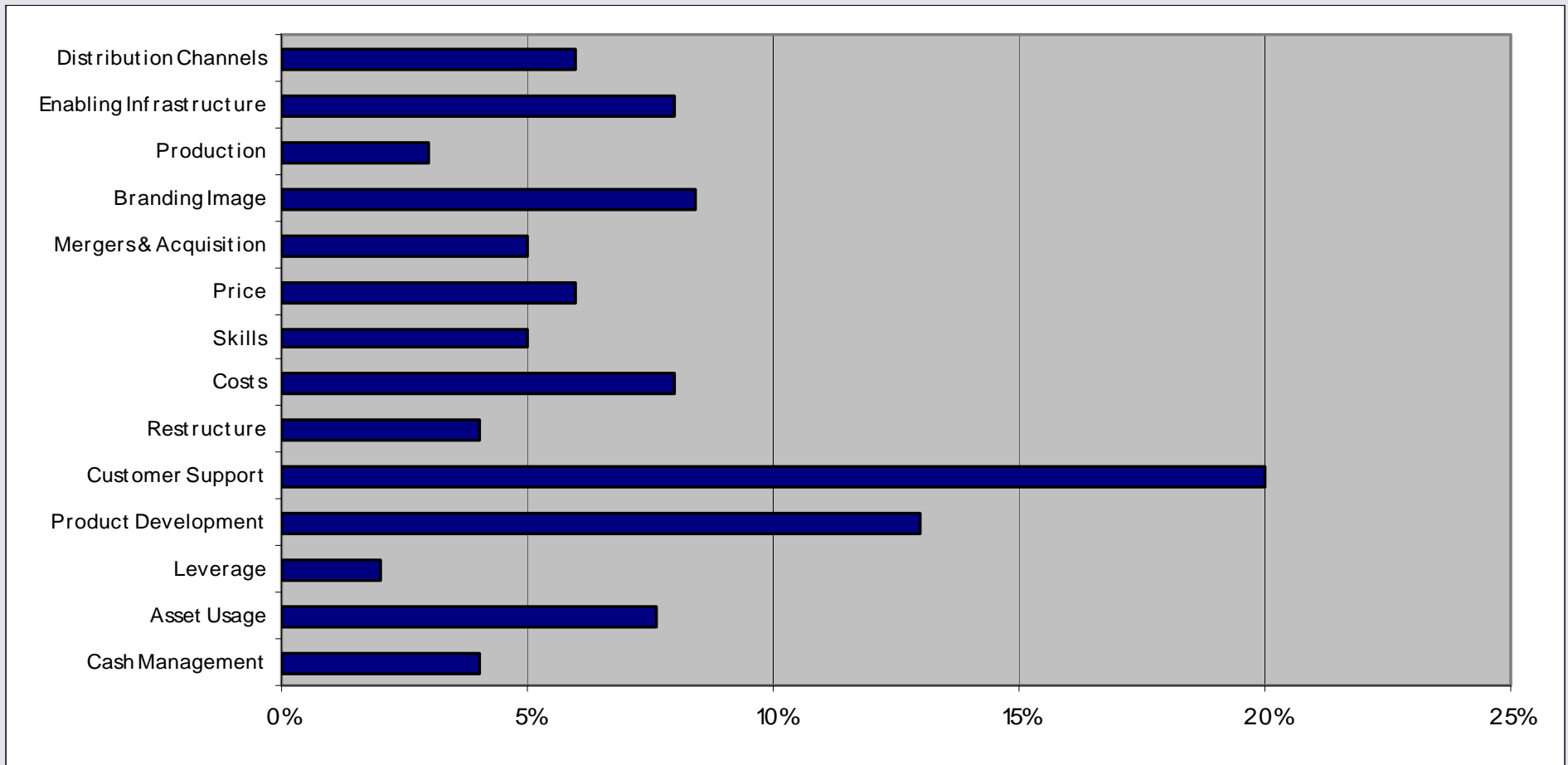
Corporate Goals

Over half of all responders said that their highest priority corporate goal for 2006 was increasing profitability.



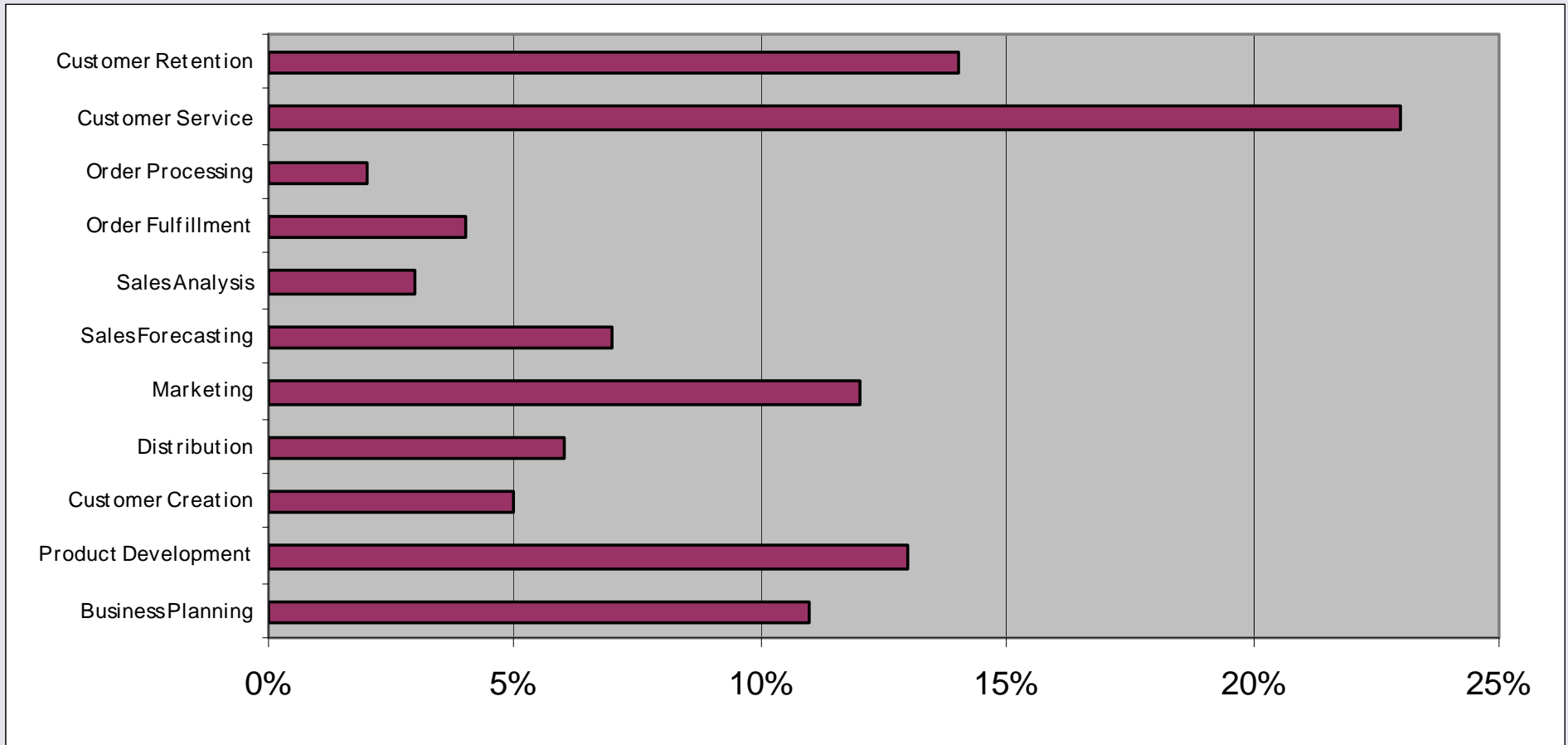
Corporate Strategy

Customer Support and Product Development were the strategy categories cited as most critical to helping meet Corporate Goals.



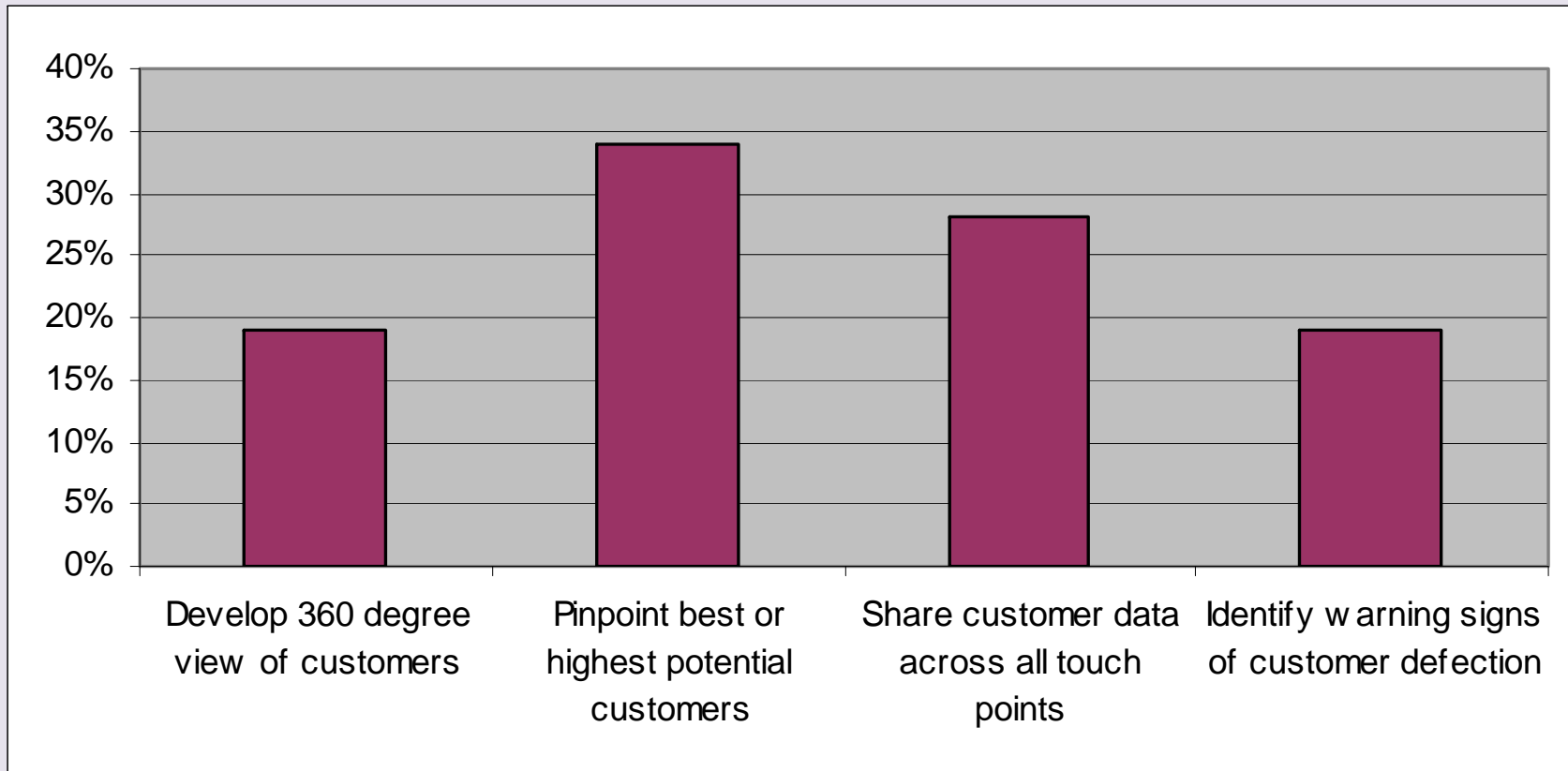
Processes

Customer Service and Customer Retention were overwhelmingly cited as the Business Processes seen as key to achieving corporate goals.



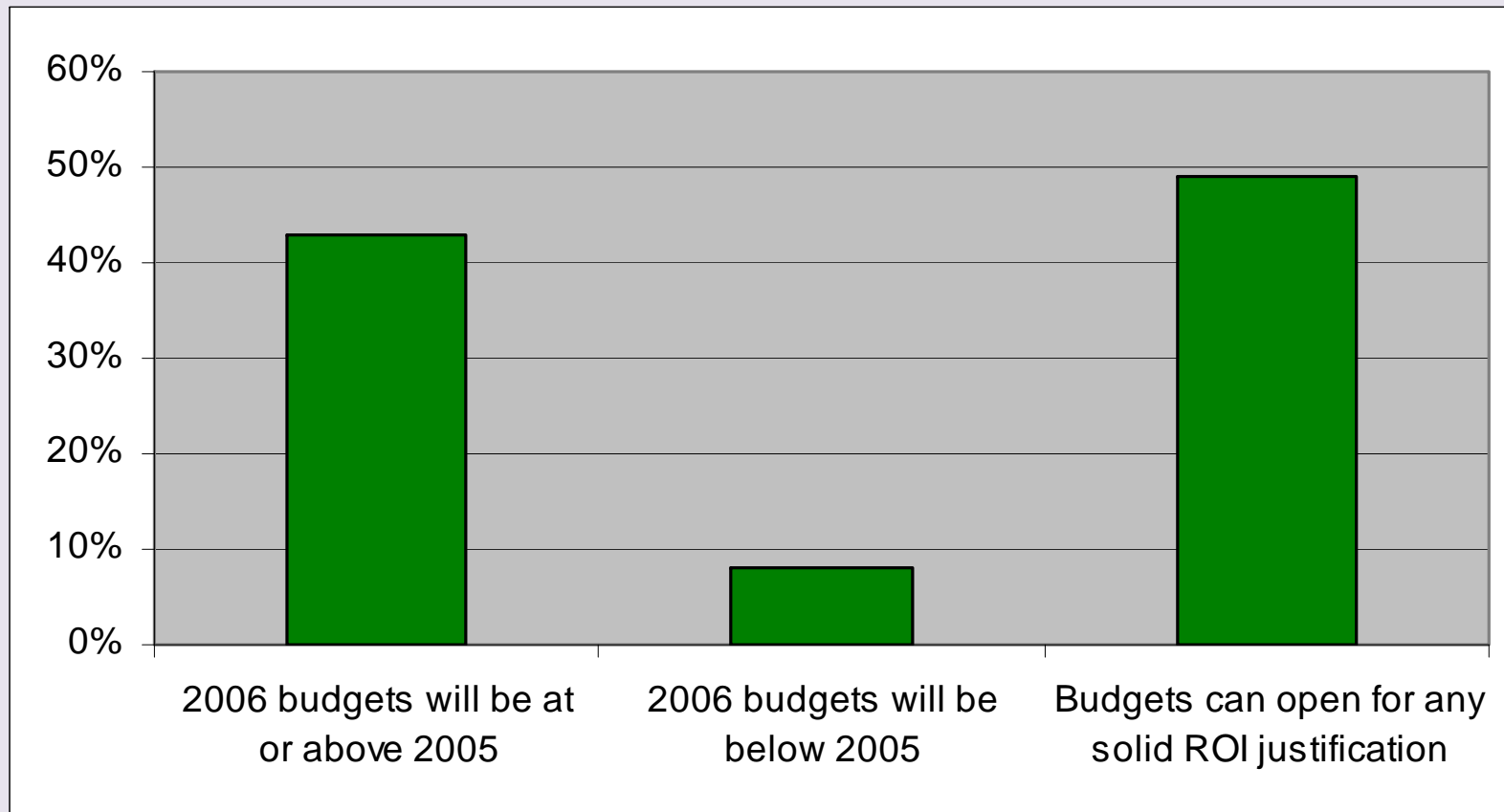
Customer Service Initiatives

Pinpointing best potential customers, and sharing customer data across all touch points, were the most commonly cited initiatives for revenue-growth



❖❖❖ Budget Conditions

Over 90% of respondents either had greater budgets than 2005, or the ability to find budgets for new, justifiable initiatives.



Observations and Conclusions

The survey results provided some notable findings:

- Customer support, service and retention were often cited as key areas for meeting corporate revenue goals.
- Profiling current customers, and understanding potential new markets, were viewed as key to finding new sources of revenue growth.
- Overwhelmingly, respondents said they either had larger budgets than last year, or the ability to find budget, to fund new initiatives.



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