



URBAN WALLACE ASSOCIATES

35 Bedford St., Suite 8, Lexington, MA 02420

ph 781 862 0033 fax 781 862 1292 web www.uwa.com

Customer Satisfaction: UWA Expertise and Examples

Businesses that view customer satisfaction as an important competitive point of difference seek out Urban Wallace. The hallmark of our customer satisfaction work is actionable recommendations that increase customer retention and attract more business. We identify levels of satisfaction that will cause customers to change their purchase decisions and measure our client's service delivery against these levels of satisfaction.

Increase Customer Retention and Loyalty

Our customer satisfaction work starts by gathering numeric ratings of important performance attributes that can be tracked over time. We also collect ratings of the process involved in buying, paying for and using a product or service. Finally, we measure how well customer expectations are being met or exceeded. This requires investigating how customers want to be treated and how their expectations change over time.

We identify changes in customer service that will allow meaningful improvements in customer satisfaction to be achieved. We are able to do this because we measure the business significance of different levels of customer satisfaction. As a result, we develop fact-based recommendations that allow our clients to improve customer satisfaction in ways that generate more business and increase customer loyalty.

EXAMPLES

Banking

A major bank was losing 20% of its customers each time it announced a price increase for its retailer credit card services. They asked us to find a solution to this marketing problem. We developed itemized pricing that was understandable to merchants and allowed them to select their level of service. This greatly improved customer satisfaction and retention. As a result, our client was able to raise prices without losing a single customer.

“Six years later, we’re still using that strategy, and earning record profits.”

 **Trucking**

A large trucking company with an undifferentiated product adopted a strategic plan that called for establishing a competitive advantage based on superior customer service. In order to monitor its performance, the company decided to conduct an on-going customer satisfaction tracking study. Urban Wallace designed and continues to perform this research. Our work has revealed major shifts over time in customer expectations. This knowledge has led to significant changes in how services are offered and how problems are resolved.

“Without their work our strategic plan would have been a waste. They showed us how to make continuous improvements in service that increased customer loyalty.”