



Are **you**
too close...


CUSTOMER FOLLOWUP, Inc.
Questions. Answers. Ahas!

Insightful, objective customer feedback



...to get the full picture?

Customer Follow Up, Inc. provides a unique perspective that reveals a more complete view of the picture your customers are painting of you.

Customer Follow Up, Inc. will engage your customers in purposeful and insightful conversation to discern their thoughts about your business. Our approach provides a depth of information that written and automated methods of research cannot offer. This information will tell you how to focus your business to serve your customers more effectively.

When you meet customers' needs consistently, you create loyal customers. Loyal customers, unlike any other component of a business, promise repeat sales and referrals.

How are you doing?

What our clients say:

“ Our ultimate goal was to create a behavioral change within our organization focused on client service, account management and customer loyalty. The information Customer Follow Up provided was the catalyst we needed. ”
K. Goodman – Director of Marketing, IPS

“ Through their insights and recommendations we have been able to focus on several areas within our company that were in need of improvement. We feel confident that the changes we have incorporated have increased our sales and significantly raised the overall customer satisfaction level. ”
D. Grimm – VP of Operations, S&A Homes

A thousand words paint a picture...let us talk to your customers.

You can expect our services to enhance:

- Profitability
- Customer retention and referrals
- Sales
- Customer service
- Training efforts
- Operational effectiveness
- Marketing materials
- Customer good will
- Employee productivity and morale

An example of our work:

When we asked a client's customer about recommending the company, the response was a tentative "yes." With other methods of obtaining feedback that is where the answer would have stopped. We sensed there was more to the story so we probed for the details. Our client had no idea this customer felt this way. After studying our report and the situation, our client took action and saved the account.

Congratulate Sales person!

Do you have operational issues?

Why is it late!? Production?

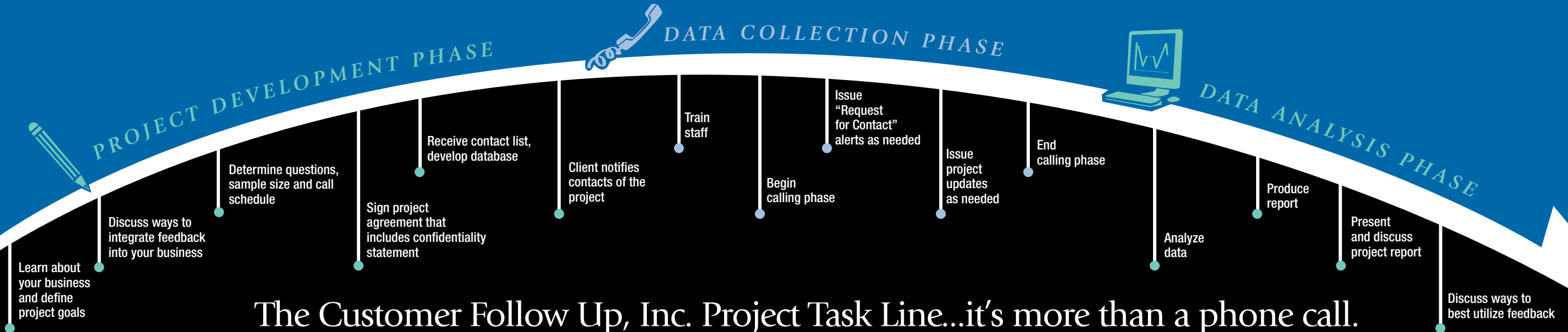
How much are you losing?

“...actually we are considering changing vendors. It is very frustrating working with them. The sales rep is great; she is professional and cares about servicing us and their product performs well, but it is clear that she does not have the support of her company. The product is often late, their 24/7 help line is rarely available at night and their invoicing is seldom accurate.”

Our expertise includes:

- Customer Satisfaction & Loyalty Surveys
- Business Acquisition Customer Evaluations
- Internal Key Management Assessments
- Association Member Satisfaction Surveys
- Franchisee Assessments
- Quality of Education Assessments
- Lost Account Evaluations

“Customers” can be any group whose opinions are critical to your success.



The Customer Follow Up, Inc. Project Task Line...it's more than a phone call.



To learn what your customers are thinking,
contact us at:

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