



Are **you**
too close...



Insightful, objective client feedback



...to get the full picture?

Customer Follow Up, Inc. provides a unique perspective that reveals a more accurate reflection of what your clients think of working with you.

Customer Follow Up, Inc. will engage your clients in purposeful and insightful conversation to discern their thoughts about the client service they receive from your firm. Why is their perspective relevant? Because the quality of your client service is your competitive advantage (or disadvantage). It is what distinguishes your firm from all the other firms that offer the same services.

When you meet client's needs consistently, you create loyal clients. Loyal clients, unlike any other component of a firm, promise repeat sales and referrals.

How good is your client service? We can tell you.

A comment from one of our clients:

“ The real value in your service is the systematic and recurring follow-up process of obtaining feedback from clients. While many firms may think they are in touch with their clients, it's hard to be in a systematic, repeatable and objective way. Your service gives us data that shows trends and problem areas. This helps our staff do a better job and builds loyalty from the client. ”

Matt Burns – President and CEO, The Burns Group

Is the quality of your client service a true reflection of your firm's commitment to service?

You can expect our services to enhance your firm's:

- Staff development
- Client service
- Client care program
- Client retention and referrals
- Business development
- Operational effectiveness
- Marketing effectiveness
- Profitability



An example of our work:

When we asked a client's client about recommending the firm, the response was a tentative "yes." With most other methods of obtaining feedback that is where the answer would have stopped. Because we talk to the clients, we can politely probe when we sense there is more to the story. Our client had no idea their client felt this way. They arranged a meeting, made the necessary adjustments and were able to save the relationship.

Praise Project Manager!

Do you have operational issues?

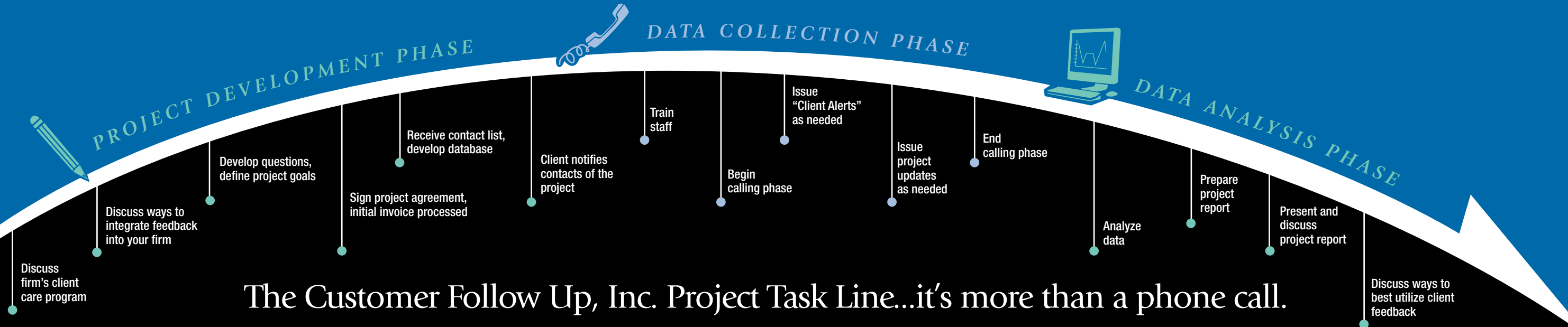
Where/why has quality slipped?

Are you losing revenue?

“...actually we are considering looking at other firms. It has become very frustrating working with them. The project manager is great; she is professional and cares about providing good service and they have done quality work. But, it appears that the firm has lost focus and they don't seem organized. The work quality has slipped, and they seem not to care that it has. Also, invoicing is often inaccurate.”

Client interviews focus on key areas such as:

- Communication
- Project management
- Quality of client service
- Issue resolution
- Work quality
- Suggested improvements for client service
- Likelihood of recommending your firm
- Comparison of your firm to competitors



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

*...helping engineer stronger client
relationships since 1997.™*



To learn what your clients are thinking,
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