



evoConnect™

Customer satisfaction builds business and to get there, you need to meet the needs and wants of your customers.

evoConnect lets you listen to your consumers to hear exactly what is on their mind. Evaluate evaluate points of satisfaction and dissatisfaction according to what is really important to them. Identify their major stumbling blocks and those tiny little annoyances. evoConnect will help you speak to your consumers by understand their needs and desires. It will help you identify which needs and wants have to be taken care of immediately, and which ones can wait till later.

Understand your customers more than ever before

Some customers will gladly tell you what they're happy about and what they're angry about. Other customers will simply go online and tell their friends and colleagues. You need a way to tap into this rich source of data and evoConnect can do this.

- Measure satisfaction with products or services
- Identify perceived strengths and weaknesses of the retail operation and the facilities
- Measure customer satisfaction with employees and business operations

What can evoConnect do for you?

Capitalize on your strengths

Your customers come to you because of your strengths. So build on them.

- evoConnect can help you prioritize your strengths based on importance and satisfaction levels
- Identify the small wins that never seem to be expressed because they don't meet the minimum threshold



Minimize your weaknesses

Every business has weaknesses. Make sure yours are minor and don't build resentment.

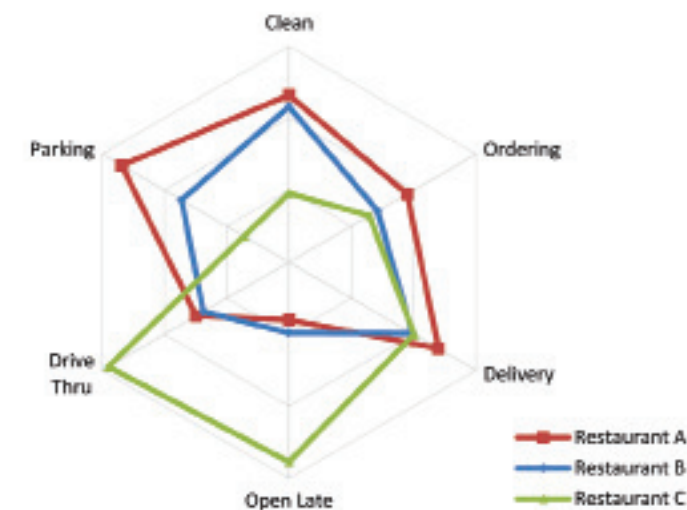
- Let evoConnect identify the small weaknesses that cause grumblings amongst your customers
- Identify the weaknesses before they build into overwhelming problems that go viral

Know how satisfied your customers are with your competitors

Your customers aren't blindly loyal. They look around and try other services all the time. Even if your customers are satisfied with your offerings, chances are they've seen it done just as well or better somewhere else.

- Instantly identify which features your customers are satisfied with and how that compares with your competition
- Track customer satisfaction over time to see whether your improvements boost your scores over competitor scores

BRAND PRECEPTIONS



In this case, Restaurant A can easily establish that their consumers are highly satisfied with the parking facilities and the delivery services. However, their consumers are unsatisfied with the drive-thru service, and in fact, are giving high praise to Restaurant C for its drive-thru.





Contact

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