



consumer research
 mystery shopping
 client satisfaction
 staff evaluation
 surveys
 consultancy
 training



Customer Perceptions Ltd. assists managers to optimise the investment of their time, resources, training and budgets to build superior competitive advantage. Our broad range of **strictly confidential** services include:

- Customised Mystery Shopping Programmes
- Consumer Research Surveys
- Consumer Satisfaction Surveys
- Focus Groups
- Staff Climate Surveys
- Website Assessments
- Exit Polls (customers)
- Exit Interviews (staff)
- Competitor Analysis
- Dealer/Retailer Performance Surveys
- Stock Availability / Merchandising Checks
- Market Place Investigations and Client Specific Projects

Customer Perceptions Ltd. was established in 1995 and today is a leading provider of **mystery shopping** and **consumer research**. Offering our services throughout all of Ireland and the UK, **Customer Perceptions Ltd.** is the only accredited MPSA provider with the quality standards ISO9001:2000, Excellence Through People-Gold Standard and BS8555.

In association with our parent company, Optimum Results Ltd. (www.optimumresults.ie) we also provide training and consulting services to ensure our clients benefit from corrective action, improvement, growth and enhanced profitability.

We work in partnership with retail, wholesale, manufacturing and service sector businesses, large and small, across a hugely diverse range of activities . . . but all with one thing in common . . . professional managers who understand the absolute necessity to see their business through their customer's eyes.



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Competitive Advantage through Knowing What people think about . . .

. . . you and your **image**

. . . your product **range** and **quality**

. . . your service and staff **attitudes**

. . . your product **knowledge**

. . . your prices and **value** perception

. . . your premises and **facilities**

. . . your **hygiene**, tidiness and cleanliness

. . . your telephone **skills**, website and email handling

. . . your **brochures** and correspondence

. . . your selling and sale **closing** abilities

. . . your **competitors** and how they **compare**

. . . your location, delivery, **follow-up**

. . . and more

98% of customers leave without complaint



- **98%** of customers who leave you do so without complaint and typically tell 10 others of their dissatisfaction

Typically, a dissatisfied customer will tell 10 other people



- **68%** of customers leave because of poor staff attitudes & behaviour

- 14% Poor range or quality of goods

- 9% Poor value / price

- 5% Adapt new habits and behaviour

- 3% Move away

- 1% Die

- **37%** of Customer Service Spend is thought to be “unimportant” or “of little value” by the customer

96% of customers leave due to poor staff attitude



- **27%** gap between the service that managers feel they are delivering and the service level perceived by the customer