

Customer Satisfaction Survey for a New England Regional Bank

Case Study

A regional New England bank wanted to check the pulse of its corporate, small business, and international customers.



The project

A regional New England bank needed to check the pulse of its corporate, small business, and international customers. The bank wanted to know what they were doing right, which areas could be improved, and what customers were looking for in the future. And they wanted a third party to ask the questions to get unbiased and anonymous answers.

The Process

Graber Associates and the bank drafted a letter to the clients explaining the process and what to expect. The bank provided a subset of corporate customer contact information. While the customer list was being developed, GA and the bank reviewed the specific goals of the survey and finalized the questions. We then timed the survey and ran a “dry run” with the bank. The length of the survey was inserted into the letter to the clients.

Graber Associates completed 10 of the 100 surveys and reviewed the results to determine if the questions were ambiguous or confusing. Once we were convinced that they were satisfactory, we continued the survey and contacted the remaining customers on the list and completed the surveys. Each customer’s calls were logged and repeated calls were made until we reached our goals. At all times we remembered that we were acting on behalf of the bank and acted professionally. Questions ranged from grading the bank’s products and staff to questions about service improvements and what makes the bank different.

Result

We tallied the results and created and delivered a presentation to the bank. Each question was individually represented with a pie chart and a number ranking of answers. We were called in to present a second time and answer questions from the bank’s sales force.

The bank used the results for service improvements recommendations, senior management reports, newsletter content, and client communications.

Our Services

Graber Associates offers a full slate of services and programs that help you reach your important constituencies:

Public Relations

- Message development
- Press and analyst relations
- News release programs
- Editorial placements
- Media and analyst briefings
- Client/Partner newsletter
- Company backgrounders

Marketing

- Messaging and positioning
- Trade show planning & support
- Announcement plans and strategy
- Press and analyst tours
- White papers
- Sales guides and slip sheets
- Speakers' bureau services and speechwriting
- Customer/partner newsletters

Research

- Customer satisfaction surveys
- Cash management analysis
- Market research
- Bank or vendor RFP's
- Marketing plans
- Implementation plans
- Marketplace analysis
- New market perspectives
- Competitive assessments



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About Graber Associates LLC

Graber Associates is a public relations, marketing, and research firm that becomes part of your team to help you succeed. Founded in 2002, Graber Associates develops and implements public relations and marketing communications programs that generate revenue for businesses. We also provide research that allows our clients to make better informed decisions. Although we specialize in financial services and technology, our services cover a wide range of vertical markets.

We work hand-in-glove with you to develop public relations initiatives and execute marketing campaigns that are created with years of experience behind them. Your goals, objectives, and budget are integral parts of our working with you. As part of your team, we begin to think as you do and suggest ways to improve the process and achieve collective goals.

For More Information

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