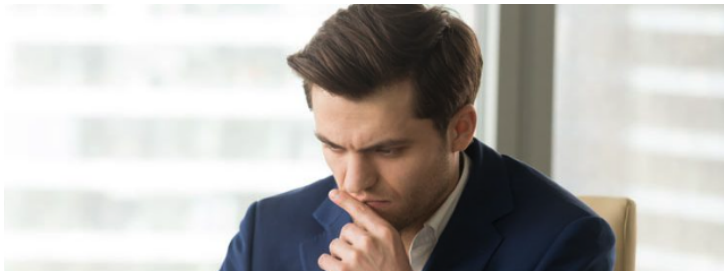




CUSTOMER SATISFACTION SURVEYS

Periodically satisfaction surveys applied to internal and external customers provide valuable feedback to ensure we comply with their requirements and expectations and that they are satisfied.



Setting and monitoring internal performance indicators don't ensure customer satisfaction.

Evaluating the satisfaction of internal and external customers is necessary for several reasons:

1. Effectiveness and efficiency.

It allows us to verify that our processes and products meet the established requirements (effectiveness) and that the outcome is satisfactory for the customer (efficient).

2. Retention.

Ensuring their satisfaction enables us to build long-term relationships and foster loyalty.

3. Referrals and recommendations.

Satisfied customers are most likely to share their positive experiences with others, which can help expand the customer base and attract new business.

4. Continuous improvement.

Feedback from internal and external customers is valuable for continuous improvement. It provides insights into areas that meet customer expectations and where they can improve. It also helps identify growth opportunities, address deficiencies, and develop strategies to exceed customer expectations.

5. Adaptability and Flexibility.

The needs and expectations of customers are constantly evolving. Evaluating their satisfaction helps us better understand these changing needs and adapt our products, services, and processes to meet their requirements.

6. Building a Strong Reputation.

Positive customer opinions and experiences contribute to creating a positive image and gaining customer trust. Conversely, negative experiences have a detrimental impact on our reputation.

Metrics apps guide you step by step

Evaluating customer satisfaction is simple: identify all your internal and external customers and design a customized questionnaire for each one. Request their feedback regarding the product or service they receive. Keep the questionnaire concise and specific. The simpler the questionnaire, the better.



Our platform automatically schedules the sending of questionnaires, for example, once a year, and distributes them via email. Users can conveniently respond to the questionnaires using their phones or tablets. Once completed, reports identify strengths and weaknesses, allowing for the establishment of improvement actions.

Lead your organization to another level of performance with Métricos.

Request a demo by WhatsApp at +52 55 4006-7589 or by email to contacto@metricos.mx.