

Retention Customer Survey

Put us to work for you at just pennies per customer survey.

Retain your existing customers, increase sales.

Improve customer service.

Use Fidelity proven marketing survey concepts.



Telephone research surveys can be the ideal methodology for stores that need to gather detailed data from hard-to-reach customers. Through telephone surveys your organization can:

- Supplement Mystery Shopper / reduce overall cost
- Sample customers at a local market level
- Connect with hard-to-reach customers
- Control the sequence in which survey questions are asked
- Use techniques to obtain in-depth answers to open-ended questions
- Ensure that all questions are answered
- Gather data on more sensitive topics by alleviating some of the discomfort and reluctance respondents might present during a face-to-face interview

Call Today
800-683-5600
Ext. 310

Design, Administration and Analysis of Telephone Surveys

At Retention our goal is to equip your store with bias-free telephone research that generates valid data and high response rates. All of our telephone surveys include unique design and administration.

Design - Retention's experienced researchers will work with you to design customized telephone surveys based on your specific objectives. We can work within our proven telephone survey templates or can create customized surveys.

Administration - Using our proprietary methods, Retention takes your telephone surveys and administers them to your desired recipients. The interviewers adhere to best practices, ensuring data collection that's free from bias while heeding to our clients' unique requirements for security level, deadlines, incentives, etc. Throughout the administration phase your data is made available online through [Retention's Real-Time Report Menu](#).

Analysis - The raw data garnered from your telephone surveys is thoroughly analyzed and converted into actionable conclusions. We offer a variety of survey programs starting at just \$99.



41252 Vincenti Ct.
Novi, Michigan 48375

Phone: 800-683-5600
Fax: 248-426-8580
E-mail: sales@fidelitycom.com