

Zeiu Automotive Resources

Bin & Hummer Pte Ltd

Automotive & Aftersales research and analysis in Singapore, Indonesia, Brunei, Malaysia, Thailand, China, Hong Kong, Taiwan, India, Philippines, Korea, Japan

CUSTOMER SATISFACTION MEASUREMENT

Business Presentation

CUSTOMER SATISFACTION MEASUREMENT

ZAR's customer satisfaction measurement is specially tailored to measure your internal and external customers' voices



Our research emphasis:

- **Prioritized Results**
- **Actionable Plans**



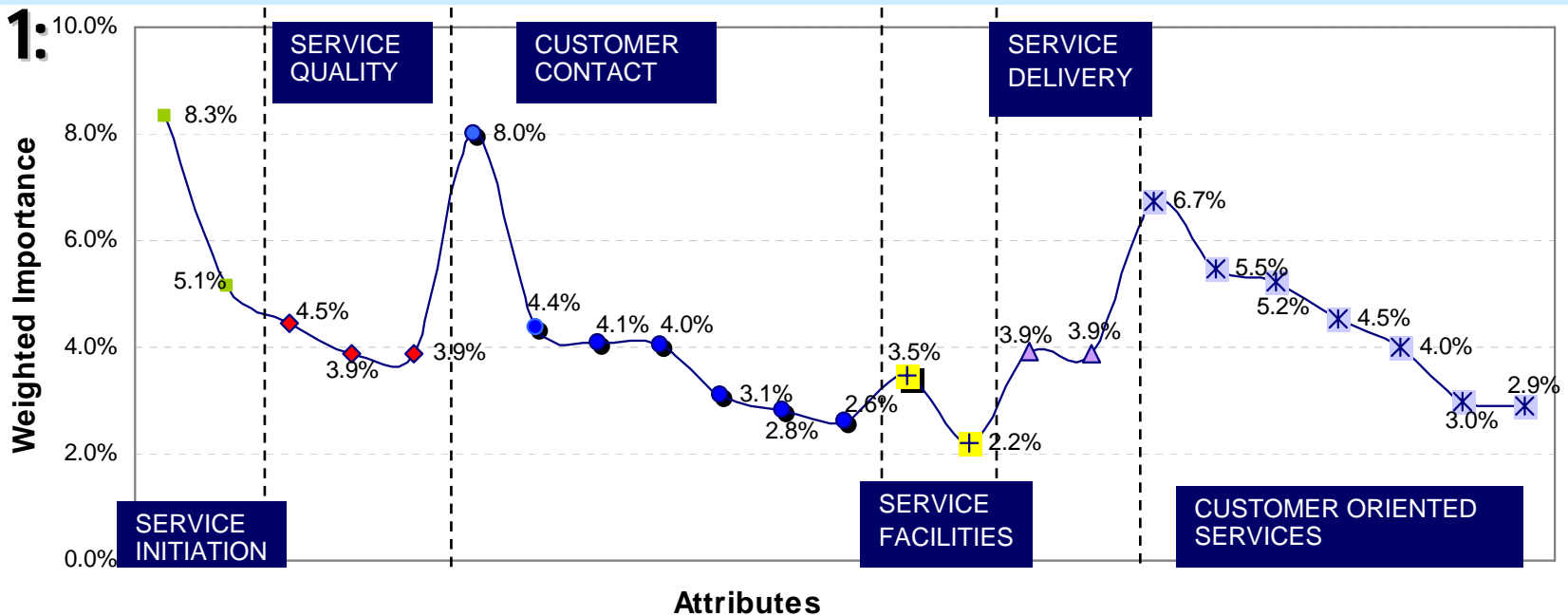
WITH CUSTOMER SATISFACTION MEASUREMENT PROGRAM...

YOU WILL BE ABLE:

- Hear and respond to the voice of your customers
- Understand your performance & benchmark to your competitors
- Identify Priorities of Improvement (PIFs) and formulate actionable steps
- Continuously improve based on your customers' needs
- Increase customer loyalty

ZAR CUSTOMER SATISFACTION MEASUREMENT APPROACH

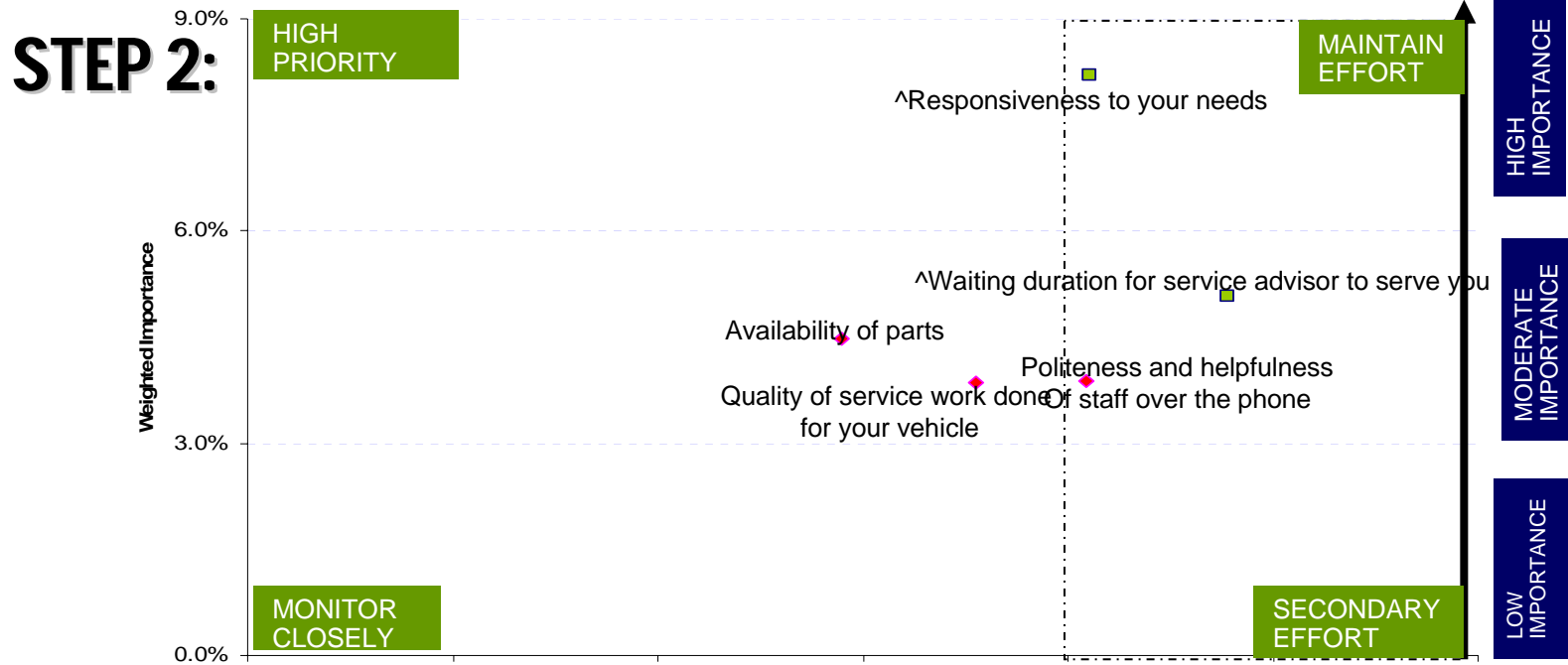
STEP 1:



Understand service issues that have the greatest impact on customer's satisfaction. ZAR uses EXPLORATORY BIVARIATE/MULTIVARIATE ASSOCIATIONS to do just that. In addition, we are able to tell you exactly how much more important one issue is over another so that you can focus your performance improvement initiatives appropriately.



ZAR CUSTOMER SATISFACTION MEASUREMENT APPROACH



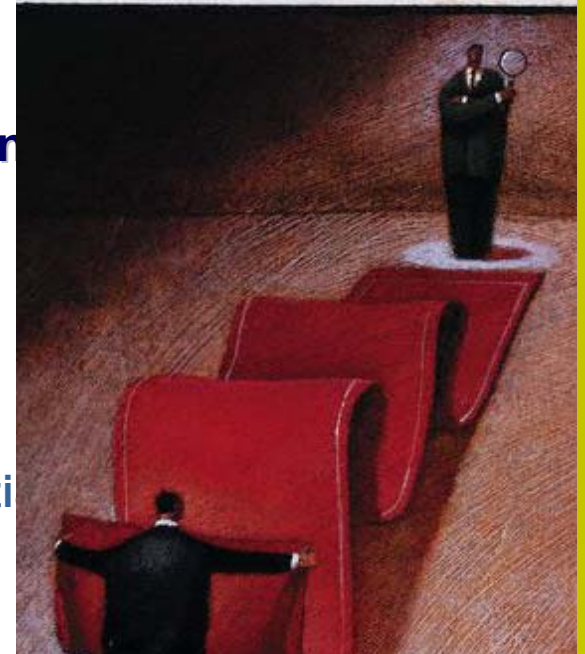
Next, we will pinpoint the **PRIORITIES FOR IMPROVEMENT** – the actions to improve customer satisfaction will be targeted to those issues implications throughout your organization.

ZAR CUSTOMER SATISFACTION MEASUREMENT APPROACH

STEP 3:

Clients are able to measure customer satisfaction and compare the results on the following level:

- Region by region
 - Country by country
 - Dealer by dealer
 - Factor by factor (e.g. service quality, service initiation, service delivery)



We help you relate the results to your business by creating linkages to internal metrics that you already use to manage your business



ABOUT US

Yes, ZAR's clients have implemented this satisfaction measurement program in their dealerships in Malaysia, Thailand, Singapore, Indonesia, Taiwan and Brunei

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