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SPEM Communication Group
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**Why customers' satisfaction
should be measured?**

A lot of companies think that their customers are satisfied,
this is because only a few of their customers
do complaint. Complaints are a bad indicator of customer
satisfaction. For example:

**only 4 % of dissatisfied customers
actually make a complaint**

**only 4 % of complaints reach the
right people**

**on average, a dissatisfied customer tell NINE other
people his negative experience**

**on average, a satisfied customer tell from FIVE to EIGHT
people his positive experience**

**it's 5 to 7 times easier to satisfy an existing customer
than to reach a new one.**

**Would you like to know how satisfied are your
customers?**

To help you and to give you professional support,
SPEM Communication Group has developed a tool for
measuring customer (buyer, purchaser) satisfaction called
SATISCOP.

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Satiscop

is an exceptionally adaptable and professionally designed tool, which enables a clear and simple insight into factors influencing customers satisfaction. Besides this, it also offers a systematically classification of factors by taking into account customers' expectations.

Satiscop offers clients precise directions on how to improve customers' satisfaction at the most optimal price.

Satiscop

Consists of four parts:

to find out customers expectations;

**to measure customer satisfaction
with different indicators;**

**to measure image of company, trade-mark,
product or service;**

to find out loyalty of customers;

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Satiscop

is an unique tool of SPEM Communication Group for
measuring customers satisfaction.

It is a result of many years of experience
and knowledge on marketing research.

Its name comes from key elements such as:

satis (latin)

to be satisfied, satisfaction

to scope

*to examine, to investigate, to get insight
deep into the foundations.*

The essence of **Satiscop** is:

to determinate customers' satisfaction,
to enable managers to better fulfil customers'
expectations with their product or services,
to improve the quality of products or services at the
most optimal price,
to assess customers' loyalty,

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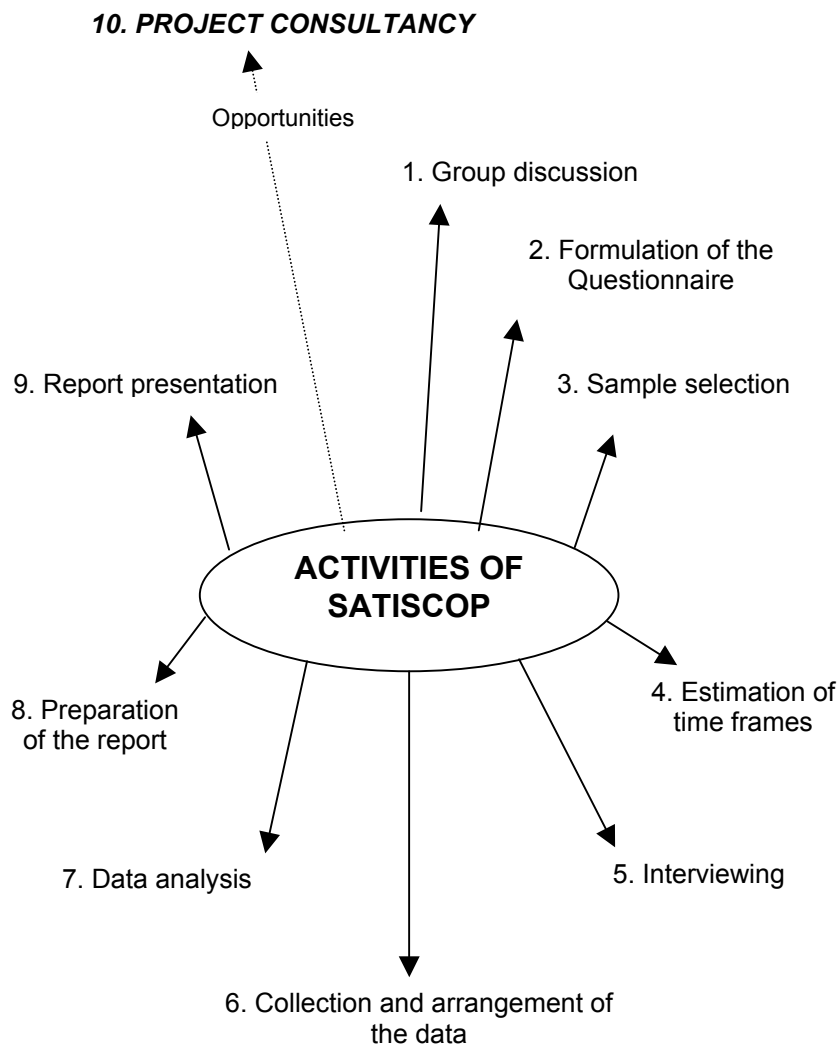
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***To ensure quality,
SPEM Communication Group
offers you a variety of support services
by experts with access to international
experiences and knowledge.***



Satiscop

allows company managers an insight into the influential factors on their consumers satisfaction with their products or services.

It also offers an assessment of possible weaknesses of their products or services and possible misbelieve about their customers expectations.

Such weaknesses and misbelieve should be used to improve the quality of products or services

SPEM Communication Group has also prepared a complete education program including workshops with education leaders, in order to deal with any possible weaknesses found by **Satiscop**.

Other advantages of **Satiscop** are:

price accessibility,

its wide use,

it is adaptable to company's needs,

it offers a quantitative measure,

progress measuring,

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Perception is all there is!

Tom Peters

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