



c9-group.com

CUSTOMER PERCEPTION ANALYSIS (CPA)

- How well do you really know your customers?
- Can you identify all their needs?
- Do you know how satisfied they are about you?
- Do you have any idea what their perception of your organisation is?

We transform (y)our customers **into fans**

You will probably answer YES, fully convinced and trusting your personal gut feeling blindly. But what if that YES could be verified objectively. By which you would discover much more like, i.e., all the small frustrations or silent longings? And what if those new perspectives could lead to actions, binding your customers to you on a long term? What would you feel if your customers became fans and inspired others?

THE CPA-analysis offers you that possibility. The concept is solid because of its simplicity: **Let experienced, independent experts assess the perception and opinion of your customers about your services, products, organisation, ...** They will go through the touchpoints of their customer journey: the first contact, the follow-up of a complaint, invoicing, ... You will be amazed at what will come up. On top of that the experts will make an objective analysis that will result in an action plan, tailored to your company.

Customer perception analysis (CPA): the advantages

- executed by independent experts**
 - = objective
 - = easily accessible for customers
- tailored to your company**
 - = you decide what you want to know and from whom
 - = you will get insights on customer level
- building blocks for the future**
 - = customer satisfaction and loyalty increases
 - = your products, services, organisation, ... are adapted to the actual and future expectations and needs of your customer

Customer perception analysis (CPA): an ISO 9001 asset

Every company that strives for an ISO 9001 certification or wants to renew it, has to execute a customer satisfaction survey. Why not leaving it to external experts? They will go through the touchpoints of their customer journey: the first contact, the follow-up of a complaint, invoicing, ... You can use their analysis as a strategic instrument for the future, as a benchmark, a finger on the pulse.



Customer perception analysis (CPA): process

Every **standard package** goes through six phases:

1. Intake

Together with a C9 consultant you will determine the direction: what you want to know, from whom and what for. You discuss the questions and terms (interview online or by phone).

2. Inviting customers

You announce the CPA to your customers. We provide a template (invitation) and a recruiting e-mail tailored to the recipient.

3. Planning appointments

Our C9 analysts agree about a date and time with the customers to execute the survey.

4. Interview

Our analysts execute the CPA online or by phone. (duration: 20 to 30 minutes)

5. Analysis

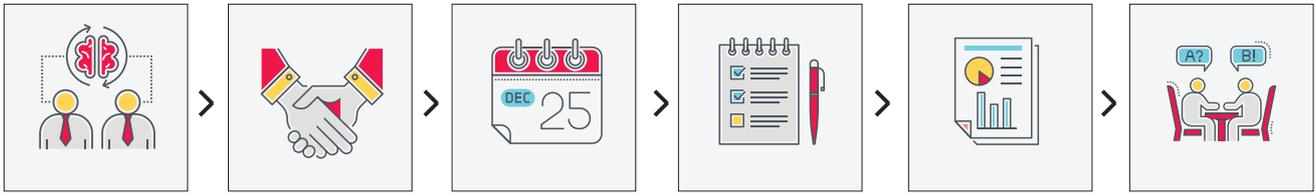
The C9 consultant and C9 analyst gather and analyse the answers from the customers and bundle them in a report that can be used to take corrective actions.

6. Debriefing

The C9 consultant discusses with you the report and the suggested action plan. Together you can determine an improvement process.

In addition to the standard package, some **options** are possible:

- a VIP interview, where a senior management consultant from C9 goes on site to the customer for an in-depth interview
- a company related CPA where you can "test" the knowledge of your (commercial) employees of their customers.



Customer perception analysis (CPA): tariffs (excl. VAT)

The tariffs depend on the number of customers that need to be contacted during a CPA survey. We can also offer bespoke solutions on demand.



" The CPA from C9 gave us good strategic information that enabled us to undertake actions on short term and adapt our goals on long term. It was nice to draft our biennial customer questionnaire together with the experts who took care of the whole follow-up and delivered us a very interesting working document afterwards."

Freya Baele, Technical Sales Manager, Vetex

CPA packages	Tariffs
up to 25 customers	standard package: 2,480 euro
up to 50 customers	standard package: 3,450 euro
up to 100 customers	standard package: 4,900 euro
Optional	Tariffs
option VIP (per customer)	450 euro
option company related CPA (per employee and per customer)	45 euro

Interested? Ask for a quotation or make a non-binding appointment for an introduction meeting.

