

inspiring advantage



Too busy to survey  
your customers?

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# What Arvada does

Arvada Strategic Marketing Ltd provides a consistent approach to all customer satisfaction surveys, based on tried and tested methodology which is adapted to suit individual client requirements.

## Preparation

Arvada works with your existing customer database or identifies the campaign's target audiences and establishes the appropriate survey techniques, eg telephone, face-to-face, email, etc, and sample size.

## Survey design

Arvada designs a bespoke survey and the database to be used to store and analyse the information.

## Pilot Survey

Arvada runs a trial of the survey, reviewing the initial findings thoroughly and redesigning the main campaign, if necessary, to ensure results are relevant, consistent and illuminating.



## Main Survey

Arvada sets targets for completion of the campaign, commences the survey utilising experienced market research and customer services staff and communicates progress on an ongoing basis.

## Data Input and Analysis

Arvada collates and analyses the results of the survey using purpose designed analytical tools and provides feedback to you about your customers' views on your products, services and your business in general.

## Results and Recommendations

Arvada produces full reports in both hard copy and electronic formats, with the results clearly illustrated, together with recommendations reviewing the survey results.

# Let Arvada help

In an ideal world we would all like to have the time and resources to be able to talk to our customers and get their feedback on the products and services we provide.

Learning more about what customers think can help us to retain their business, offer opportunities to expand it and gain valuable information to increase competitive advantage.

Customer surveys can be invaluable in terms of:

- Measuring current performance
- Understanding future requirements
- Creating awareness of new products and services
- Identifying company positioning and brand awareness

Arvada Strategic Marketing understands that the world is far from ideal and, whilst you may recognise the need to survey your customers, the reality is that you do not always have the time.

Arvada can work with you to establish a balance between customer retention and acquisition to help improve bottom line performance.



## Why choose Arvada?



Arvada Strategic Marketing Ltd is an established market research company with international experience and expertise in conducting customer surveys, offering clients a 'one stop' solution.

Using Arvada to survey your customers guarantees a rapidly executed survey, a totally independent interpretation of the results and, most importantly, no disruption to your organisation and customer care staff.

Arvada Strategic Marketing Ltd is an established company with a proven track record and more than 25 years of experience in UK and international business development.

Arvada provides comprehensive tailored solutions in:

Business and Marketing Strategy  
Market Research  
Customer Management  
Marketing Training  
Outsource Marketing  
New Product Development



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