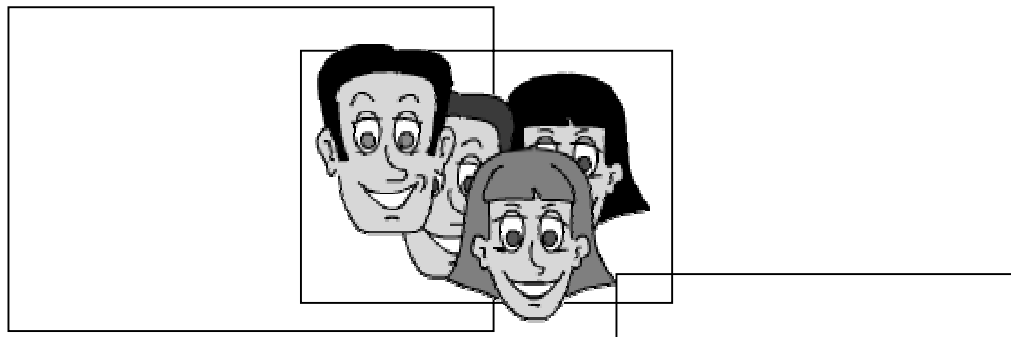
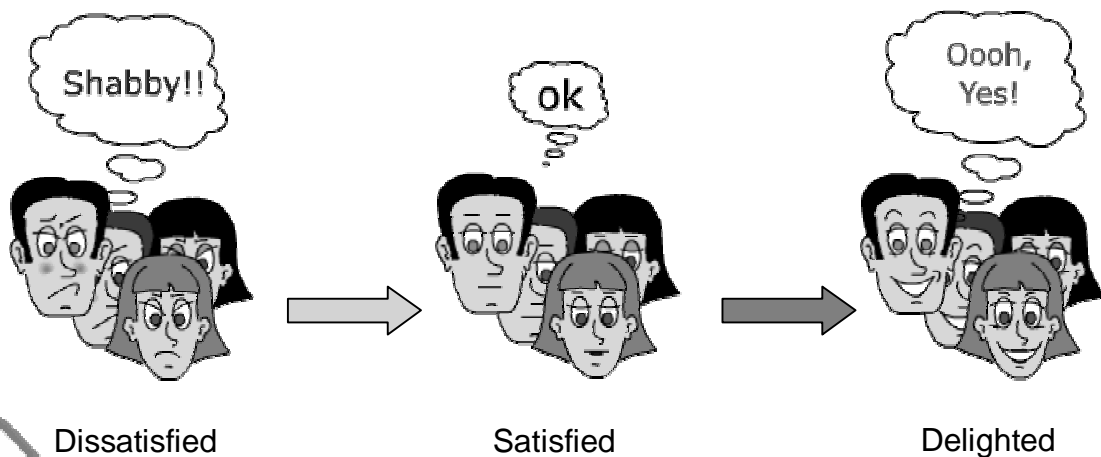


Achieving Customer Delight



How to diagnose and quantify the paths to customer delight



Because



delighted customers become loyal customers and ambassadors

While



the dissatisfied deter potential customers

So, we have introduced the **MO**nitoring **S**atisfaction **T**o **E**nsure **R**etention (MOSTER) System which...

Classifies features or attributes of your product or service, into:

- those that create satisfaction but if not provided will create dissatisfaction or non-purchase
- those that create DELIGHT

Measures your performance on these attributes

Estimates the proportion of customers who could be satisfied AND then could be delighted with a small change in an attribute or feature

MOSTER calculates

1. The importance of each attribute
the ability of each attribute to create dissatisfaction OR delight

2. How well the brand or product is rated on each attribute

3. Sensitivity of each attribute or feature - % customers likely to change behaviour with a small change in the rating of that feature

4. Priorities - a combination of '2' and '3' above - identifies the features most likely to provide an immediate response

The **MOSTER** system is

- flexible, the questionnaire can be administered on the 'phone, web, self completion or face to face
- relatively low cost because statistical stability is achieved on samples as few as 50