

# Client Satisfaction Survey

## Introducing our Client Satisfaction Survey

"Truly Remarkable Service" has long been our mission, but to date, we have not fully measured our performance. While sales and referrals are valid indications of our success, these statistics do not provide measurement of the emotional elements that determine client satisfaction. To help us fill this knowledge gap, we are formalizing the client feedback process with the introduction of our Client Satisfaction Survey. This simple online survey takes just minutes to complete, and the information it provides will help all of us serve our clients and prospective clients even better in the future.

### Why client satisfaction surveys are important.

- Purchase a car or a computer, stay at a hotel or eat in a restaurant, and you are given the opportunity to provide your feedback via a survey
- Consumers appreciate having a feedback channel to share what was great, and what could have been better, about their transaction experience
- The information gathered through these surveys enables companies to improve their clients' satisfaction and grow their business


### Why a client satisfaction survey is critical to our success.

- Client feedback is important, and as surveys are conducted over time, we can track our progress and be better armed to provide our clients with "Truly Remarkable Service" in the future
- For this reason, all buyers and sellers we work with who finalized their transactions in Trident, our internal tracking system, from September 10 and moving forward, will have the opportunity to provide us their feedback
- The 5-minute surveys are Web based, and will be emailed to your clients, and because their feedback is so important, it is now crucial that we have accurate client email addresses

### This exciting new survey program will result in more satisfied clients and more business in the future.

- Please let your clients know to expect the survey, and ask them to participate
- We hope this program helps to demonstrate our commitment to providing you and your clients with the best real estate experience possible

Your office manager will be scheduling a meeting so that you can review the entire survey process, your presentation materials and all of the survey questions. We hope you will attend.



*"As our client, your thoughts are invaluable to us."*

Charlotte Sears  
President & COO  
Coldwell Banker  
Residential Brokerage  
Atlanta