



## Customer Satisfaction Survey

Part of the mission of the Measurement, Control & Automation Association and the Canadian Process Control Association is to provide meaningful and useful benchmarks and business tools to its member companies. Capitalizing on its strength of numbers, in 2003 MCAA launched this program for measuring Customer Satisfaction with a survey instrument developed by members working with experts in this area. The Customer Satisfaction Survey program can help companies benchmark against their peers in the industry—other providers of process controls, measurement and analysis instrumentation, and plant automation systems and software—and provide invaluable insight into areas where each can improve in order to better serve customers. The fifth annual survey program will be deployed in January 2009 with results available to participants in February. CPCA members can participate at the MCAA member rate.

### Why survey customer satisfaction?

- You need to know how to intelligently allocate limited resources or add resources to your existing operations and the cost of maintaining a customer's loyalty over time is lower than the cost of gaining a new customer.
- Quality standards, like ISO 9000:2000, now require that you have some system in place to capture customer feedback and if you want to achieve certification under these standards, your next audit will look into such a customer feedback system.'
- You can use positive performance against industry benchmarks in sales materials for your company's products and services.

### Why participate in a Customer Satisfaction Survey program sponsored by MCAA/CPCA?

Working through MCAA/CPCA you can minimize your costs and maximize the information that you get within which to make strategic decisions. We have already created the survey instruments and we do all the work of deployment saving you both time and money. More importantly, with an industry benchmark report, you will get a great deal more information upon which to base decisions than if you conducted Customer Satisfaction totally on your own.

MCAA deploys the survey and delivers the results in Excel Spreadsheet and pdf format. We provide to each participating company an individualized standard analysis report and a consolidated report for all members for comparative purposes.

MCAA and CPCA are focused on companies who produce products like your company produces which are sold to the companies and industries to which you also sell. MCAA and CPCA members have the same problems and interests that you do. As a result, we are in a unique position to offer a truly comparative benchmark study that covers multiple companies in multiple product segments.

Participating in an MCAA sponsored Customer Satisfaction Survey program will yield customer satisfaction measured by a common, industry-focused, template. This internal scorecard can be used by companies to determine where they need to invest internally.

MCAA's Customer Satisfaction Survey has a proven track record using a scientific approach to web-based surveying which yields an average 15-35% response rate—much higher than other survey methods; the 2008 MCAA program had a 35% rate. Your results will, of course, depend upon the level of intimacy and name recognition your company and its products have with your customers. MCAA's approach will maximize your individual response rate.

Also important is the perception of the customer-respondent: A third party survey (in this case sponsored by MCAA/CPCA) has more credibility than vendor-sponsored surveys. The survey instruments were developed based upon both member and customer input and thus contains questions that are pertinent to customer's concerns. And deployment through the internet made completion of the short survey easy and convenient.

### We already obtain customer feedback, why do this instead or in addition?

Anyone can survey their own customers and many do, but those results lack competitor comparative context. The real value comes from comparative industry benchmarking of your own company's customer satisfaction numbers against your competitor's numbers through the use of a standardized survey instrument and group results reporting.

## How was the Survey Template developed?

MCAA has funded the creation of the basic survey instrument through StiehlWorks, a California-based company specializing in the Voice of the Customer. They conducted one-on-one interviews with members and customers to generate questions that meet the needs and interests of both groups. The Board of Directors reviewed the results and made necessary adjustments to the questions based upon their perception of the needs of the entire membership. Since the original Manufacturer to Customer questionnaire, MCAA has developed a Manufacturer to Channel Partner questionnaire as well as a Distributor to Customer questionnaire.

## Who can participate?

Both member and non-member companies will be able to subscribe to the Customer Satisfaction Survey program. The dues paid to the Association do NOT cover this program. A specific survey has been designed to incorporate those who go to market through manufacturer's representatives and distributors. And a separate survey was designed so that reps and distributors would be able to participate as well. MCAA and CPCA members receive a discount from the fees charged to non-member companies. Each participating company can provide the contact information for as many of their customers as they might wish surveyed with fees on a sliding scale dependent upon the number of customers surveyed. In 2008 we have dramatically reduced these costs.

## How does the program work?

The surveys are deployed in a web-based environment and customers are solicited to respond via email. MCAA creates the personalized survey for each company. Participating companies may add questions to the survey document specific to their company or product at an additional fee through a qualified survey expert. Participating companies provide MCAA with a list of customers to be surveyed in a spreadsheet format with first name, last name, and email address. As with everything we do, these lists are held in strictest confidence by your trade association. At the conclusion of the Survey period each company will get its own results and the MCAA group benchmarks. The Association will utilize its monthly webinar (February 24, 2009) to provide a brief overview of the results and provide an opportunity for participants (and others) to ask questions about the 2009 results.

## Schedules—Timing and Fees

Subscription Period	November - December, 2008
Fees Due	Upon Subscription
Customization of Survey (Questions/Segments)	November - December, 2008
All Contact Info & Customization Due to MCAA	December 30, 2008
Survey Launch to Customers	January 12, 2009
Results and Report by MCAA	February 20, 2009

Services	Member Companies	Non-Member Companies
Up to 250 Customers	\$2,000	\$2,500
251 - 500 Customers	\$3,000	\$3,500
501 - 1,000 Customers	\$4,000	\$4,500
Over 1,000 Customers	\$5,000	\$5,500
More than TWO Segmented Lists	\$500 each	\$600 each
Redeployment of Bounced Emails	\$8 each	\$10 each

MCAA strongly urges companies to survey at least 100 customers in order to obtain meaningful and comparative data. Our new pricing encourages surveying as many customers as possible. MCAA checks to be certain that all information is provided and that email addresses are in an acceptable form. It is the responsibility of the participating company to validate the email addresses.

Every survey will include both the MCAA logo and the logo of the particular participating company. Participants must submit customer lists in Excel format with first name, last name and email address.

Every participating company may establish two segments of their list—e.g. they may send surveys to end-use customers and to channel partners or they may segment end-use customers by region or product or other characteristic (or segmented by principal or product for Distributors). Additional fees apply for more than two segments. Separate reports will be provided for each segment requested. Participants may provide their own custom questions or they may request to work with an independent consultant to craft language for customized questions. Fees for customization are separate.