Briefing from ORC International's customer satisfaction conference

Contributed by ORC International
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On Thursday 11 September, research professionals from across the private sector gathered for ORC Internationalâ€™s annual customer satisfaction conference at the London Transport Museum. Papers covered a range of methods for creating an exceptional customer experience.

Customer service: a holistic approach

Philip Stanley, general manager of the Institute of Hospitality, understands that sustaining a customer service culture is an integral part of any successful business strategy. Philip outlined the Instituteâ€™s Hospitality Assured scheme, and explained the key factors that impact on how well a company is likely to do at â€œdelightingâ€• its customers.

The art of engaging the customer:
taking proactive steps to deliver a differentiated experience

Delivering a product that sets you apart from the rest is the ultimate goal for any company. Linda Shea, global director of customer strategies at Opinion Research Corporation, delivered her thoughts on why market differentiation is more important than ever before, how public rating systems can help drive sales, and how your employees are a crucial part of customer service delivery.

Making first impressions count

Making a good first impression is key to your overall success. Paul Chong, global director of technology for NWC Research, outlined how Hewlett-Packard has utilised customer feedback from its Out of Box programme to generate new product ideas, solve problems and refine channel and marketing strategies.

Engaging on a global level

Managing customer feedback has always been a tough business. Wendy Towner, market research manager of the Association of Chartered Certified Accountants (ACCA), explained how the association has managed its member satisfaction programme, which covers 122,000 members in 170 countries.

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