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Starting

By Colin North

The C-Echo system has been in operation for 12 months to a confined group of clients. 2009 is the year we open it to the public.

We are confident from our results that we have developed and road tested a system that is robust to **any mode of business**. We are equally confident that our system is the most manageable, economical and adaptable in the market place.

The only measurable outcome more relevant than customer survey is the measure of dollars spent by that customer, and that is mono-dimensional: a customer survey response by that customer can help you understand why they spent dollars with you and what they seek in a supplier.

This is a management tool I believe is critical to successful businesses. I was convinced of the benefits of the concept from my first knowledge of

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Customer feedback: feedstock for strategic planning

View from a Beta Tester

By Trish Treagus

I became a beta tester in 2007 as I was looking for some method of fine tuning my training business. Colin North, a business mentor, and I were discussing factors that might affect the success of my business. When he asked if I really knew what my clients, who sent their staff to me for training, thought about the impact of these courses on the bottom line of their businesses, I was not able to give a definitive answer.

I had always thought that feedback was important and gave out response cards after training sessions, but they only really gave me feedback about how participants felt about the trainer, the training rooms and the lunch provided. I could see why this feedback was often referred to as 'happy sheets'. It was low level feedback and I had no way of finding out the

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Upcoming events

19 February 2009:

Free Breakfast presentation
The Importance of Customer Feedback

0730 at Level 1, Suite 8
Zenith Business Centre, Tuggerah.

Bookings through Central Coast Business Enterprise Centre.
02 4355 4885



Customer feedback: Provides a clear business direction.

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it. Now I have built the system to bring it to any sized business.

With this new initiative, any business can now implement a system that is as good as or better than the customer response systems that have been a marketing centre-point of major corporations for some decades.

How does this sit with the economic conditions we are expecting in 2009? Well, my first use of customer feedback took place in 1991. In this year, with the onset of recession, I was part of a team that determined we would move our supply company from No. 6 in Australia to No. 1 within 4 years. We achieved this shift: Customer feedback was one of the tools we employed. The cost in 1991 - 1994 was \$70,000. Today, with the C-Echo system, we could achieve the same results for about \$2,000.

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full impact of the training I provided on the business outcomes of my clients. He explained that my business would not really be able to forge ahead without this critical business information.

Colin said he had just developed system that would provide customer feedback at arm's length from the supplier: This would be critical if I wanted a real and unbiased view of how my customers perceived my service delivery. The system was still in development and he required beta testers, an opportunity I grasped immediately and enthusiastically.

After 10 months, the results have caused me to modify my programs in aspects I had previously not considered. I can also see some trend information emerging, particularly as my client organisations go through the changes brought about by the economic climate.