

Because now he can do something about it!

Peter Lycett is Managing Director of International Lift Equipment, an elevator parts and systems manufacturer located in the UK. ILE has been in business for over 25 years. It has successfully negotiated the rigors of the ISO 9001 certification process. With that background, Peter and his top managers had always genuinely believed that they knew and understood the issues affecting the company's key accounts.

When ILE received the results of an *InfoQuest*® Customer Satisfaction Survey in July of 1997, they were not entirely prepared for the results. A surprising number of their top customers had a variety of issues they had never known or heard about. It was instantly clear that customer discontent and miscommunication were delaying, and in some cases, costing, the company business.

One of the findings had to do with delivery paperwork. Recent changes to the company's internal inventory control systems had changed the description of a number of parts being shipped from the company. The problem, they discovered, was that many customers were not aware of the changes. Consequently, parts deliveries were being held up - even being returned - because customers thought they were getting the wrong materials.

For some customers, a quick phone call or two had resolved the problem. However, in most other cases, the problem had persisted, fueling impressions of poor delivery times. Fortunately, the *InfoQuest*® Survey not only pinpointed the problem itself, but it helped the company trace the root of the problem back to two sources - a need for greater training of the sales staff, and a need for improvements in customer communication. Once the problems and the reasons for those problems were identified, ILE quickly formed an internal "hit squad" to address the issues, and to keep customers informed of the changes.

Today, Peter Lycett is smiling because *InfoQuest*® made him aware of problems he never knew existed, and more importantly, because it gave him the means to do something about them. Peter believes that as a direct result of the survey, ILE will likely generate an additional £100,000 in revenues in the next year - not a bad return for an outlay of less than £7,000.



While Peter may have been surprised at first, we weren't. After more than 37,000 surveys in 47 countries and 16 languages - collectively entailing more than 2 million global customer responses - it's the kind of story we've heard more times than we can count.