

 the center for client retention

Enhanced Growth through
Customer Insights



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Founded The Center For Client Retention



Customer Experience expert



Published in *NY Times*, *The Boston Globe*, and *CBS News*



VP - Client Retention - ADP



Retained by Keurig, Pfizer, Crayola, Colgate



Author of *The Endangered Customer*



Adjunct professor at the *Fashion Institute of Technology of NYC*



What do we do?

We help you understand and retain your customers

We design and implement ongoing customized survey programs.
We ask your customers to give us feedback about their experiences, preferences and expectations

We use the results to help you achieve your strategic business goals

Ideal for contact centers.
Measures satisfaction based on a one-time interaction

TRANSACTIONAL SURVEY

Preferred by businesses.
Measures ongoing client satisfaction

RELATIONSHIP SURVEY

Let's discuss your business.

Our Program

No magic recipe. We bring together 35 years of expertise, data, technology, and personalized assistance.

- We learn about your business needs
- We design and execute surveys customized to your needs and goals.
- We analyze and share the results so that you can respond, and retain and grow your customer base.

How do we do it?



VISUAL DASHBOARDS

Your data made accesible, customizable, and easy to understand.

QUARTERLY BUSINESS REVIEWS

Collaborative discussions to discover trends and opportunities for growth in your business.



TRIGGER EMAILS

Alerts that help you identify and act on issues immediately.



PERSONALIZED REPORTS

timely and useful data updates.



ONGOING SUPPORT

Your dedicated account manager helps you track results and actionable feedback

Why The Center For Client Retention?

35 years of experience
and knowledge

5M+ Surveys
conducted

37+ Fortune
1000 Clients

Benchmarking database

Corporate reporting tools

Specialized team

Competitive pricing

Companies that trusts us

Colgate[®]

Johnson & Johnson

P&G



Kellogg's[®]

— What's our process?

1

DISCOVERY CALL

We want to learn about your business and understand your needs..

2

SURVEY DEVELOPMENT

We work together to develop customized questionnaires for your business objectives.

3

DISTRIBUTION & ANALYSIS

We execute the surveys and provide real-time results via visual dashboards.

4

QUARTERLY BUSINESS REVIEWS

We regularly meet to review results and discuss changes that will help you grow.

5

SUPPORT

Throughout the process, you'll be assisted and supported by your dedicated manager.

