



Professional customer surveys

Your advantages when conducting a **customer survey** with Rogator:

- Sound decision-making process
- High-quality results
- Optimization of internal and external processes
- Increased corporate success through measures aimed at sustainably improving customer satisfaction and retention
- Improved positioning and differentiation from the competition

Three steps to success!

Measuring customer satisfaction with Rogator

As a full-service provider, we offer you the possibility to get software and consulting from a single source. We will support you throughout the entire survey project and make use of our in-house, high-performance software.

In case you do not have the time, the know-how or the personnel resources to carry out your own survey project, we will be at your disposal and will assist you during the entire implementation process. In addition, we will offer you a service package which is individually tailored to your needs.

1. **Conceptual design:**

The kick-off meeting helps you define the content and procedure and forms the basis for high participation rates and the success of your survey.

2. **Implementation:**

We promise: intelligent questionnaire logic, effective participant approach, appealing, mobile optimized layout and much more.

3. **Evaluation:**

Depending on the survey objective and study design, we use state-of-the-art analysis methods for data evaluation and visualisation.





Scope of services

Consulting for B2B questions

Many years of experience in B2B customer surveys, including, for example:

- Advice on the questionnaire
- Communication strategy
- Management for major international projects
- Precise evaluation with data-based recommendations for action
- Translation Services

Further services for the special needs of B2B companies include:

- Transactional measurements using NPS procedures
- Polling competitors in the survey (benchmarks)
- Contact options for participants for a subsequent, personal feedback discussion
- Preparation of special evaluations and reports
- Possibility of linking CRM data relevant for evaluation with the survey

Consulting for B2C questions

- B2C customer surveys are often carried out with larger random samples.
- This is where Rogator's expertise in the serious sending of bulk e-mails in combination with a highly available and resilient server infrastructure pays off.
- Rogator cooperates with all well-known panel providers, advises you on the selection of the right panel and negotiates a favourable price per interview for you.

Our services at a glance:

- Project management and hosting
- Questionnaire development
- Questionnaire design and mobile optimization
- Questionnaire programming
- Participant invitation
- Recruitment of participants via online access panels
- Evaluation and reporting
- Presentation of results
- Workshops

