

WISH
JUST
WE
COM

**SATISFIED CUSTOMERS
WE ALL BENEFIT FROM IT**



Is it important to you that your customers identify themselves with your store concept? That your business associates are convinced – without a moment of doubt – that they are dealing with the right business partner? Or that the patients visiting your care centre feel they are valued customers? Or you, as the government, want to know if your citizens feel fully supported by you? Or that each single voice in your multinational company is heard?

In other words, independent of which markets you serve on a national or international level, or which target groups you aim for, it is the right experience that plays an important and constant role.

Multi-Value can play a genuine part in providing you with a broad range of support and advice to pursue the goal that ‘the experience’ is the right one, time after time. Multi-Value developed several thoroughly tested methods that provide insights as to which areas of your organization require improvement. The specific goal of all these improvements is to ensure that your current business contacts become the future ambassadors for your business. Multi-Value – your partner in customer experience!

MYSTERY SHOPPING

Mystery shopping is an observation technique whereby, through unannounced visits, a location is observed and evaluated according to several pre-set elements. Such elements can include the appeal of the particular location, the service and customer focus of the employees, or the way in which your product or service is promoted and sold.

When should you use mystery shopping?

The information collected during these visits can be analyzed in various ways and can also be used for different purposes within your organization. In general there are three important applications of mystery shopping:

- As a motivational tool to improve the performance of your employees,
- As a measurement tool to evaluate product knowledge and service,
- As a management tool to, for example, determine the strategy of your (internationally operating) organization.



MARKET RESEARCH

Qualitative or quantitative research?

If you would like to find out what your target group thinks about a particular topic and why, then qualitative research is an option for you. Qualitative research takes an ‘inventory’ approach, and is an ideal way to gather answers to the ‘why’ and ‘how’ questions.

The application of face-to-face interviews or group discussions enable an in-depth evaluation of the experience and attitude of those interviewed.

If you would like to know how many people have an opinion about a particular subject then we advise quantitative research. Quantitative research is an extensive research method employing various techniques including telephone, written, online or face-to-face interviews, to provide you with concrete and representative information. Quantitative research is all about measuring. Both research methods are available in Europe at individual country levels. Research results are calculated statistically and provided in clear and transparent reporting formats.

ONLINE CUSTOMER SATISFACTION RESEARCH

Multi-Value has developed a proprietary online system for customer satisfaction research: my-Value. This tool is the ideal solution for organizations (both profit and non-profit) within Europe that value their customers. The my-Value monitor is the most practical and easy way to gain direct insight into the opinions of your customers:

- Online survey with a response rate of over 40%,
- Results available within 24 hours,
- Additional advantage through e-mail communication upon the request of your customer,
- Unlimited amount of surveys for a fixed fee,
- Highly user friendly; no technical knowledge is required.



AUDITS (IN THE AUTOMOTIVE SECTOR)

The after-sales audit is a measurement tool used to measure, in a transparent way, the way in which a dealer manages his business, with several specific focal points. The after-sales audit is an important improvement tool for management with a clear focus on continuous improvement. The evaluated points are relevant for a large number of aspects that affect customer service quality.

The following elements could be evaluated: the appeal of the dealer, the service, employees' customer focus, quality of the 'maintenance' service, technical checks and guarantee checks.

Our exceptional expertise within this specific market ensures that your partnership with Multi-Value will bring you Added Value. We are happy to provide you with facts and figures that speak for themselves.



EXTENSIVE KNOW HOW AND EXPERIENCE



TRAINING & CONSULTING

The national and international projects we carried out over the years for a wide spectrum of retailers, manufacturers, the automotive industry, healthcare, government and lobbying agencies, enabled us to build a vast amount of expertise and experience. Expertise in the field of quality in service and customer focus. Expertise about the ins and outs of theft prevention and in-store communication. This expertise will immediately benefit your organization as we work together in a consulting or training setting. The trainings and advice sessions are also excellent tools to support you as you, for example, implement the recommendations of the market research.



Company directors & management are made up of an international team of professionals. Please feel free to contact us for an unconditional and informative meeting with Multi-Value and convince yourself that we are the right international partner for you within Europe to ensure the right customer experience.



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