

In the business world today, global competition in any Industry is intense. The advent of the Internet, has given online consumers, access to a wealth of product knowledge; and as such, more purchasing power.

Consumer feedback or a customer rating regarding most any product or service is readily available on the World Wide Web; and is often combined with established information, to form the basis of a purchasing decision. Peer reviews, ratings and opinions are considered valuable references and as such, are often attributed enormous weight; when consumers consider making a purchase or commitment.

Most often, the determining factor is customer satisfaction. The greater the customer satisfaction, the more likely the consumer will return to make an additional purchase; or refer a friend. Regardless, satisfying the customer from the beginning; should be your highest priority. Customer retention costs far less, than customer acquisition.

Whether it was a good or bad interaction, most consumers are eager to share the details of their recent shopping experience; with friends and family. Utilizing an efficient [Web survey](#), businesses can establish early communication with customers; regarding specific areas of satisfaction, and identify areas needing improvement.

Online satisfaction survey, allows managers and executives to target and monitor areas identified as needing improvement. Meayar is capable of providing your organization with customizable surveys that include a variety of focused, targeted questions; that will provide dependable and insightful answers. The valuable information found within the detailed reports,

will provide the motivation and ingredients for improvement.

Meayar offers distinguished services starting with studying its client's needs and goals, preparing the questionnaires, receiving the feedback, analyzing the results and proposing an efficient valuable consultation accordingly.