

A word from Director General



Customer satisfaction is one of the greatest measures of an organization's success. Customer retention strongly depends on the customer service you provide. The better you interact, the more customers you keep. The best way to find out whether your customers are satisfied is to ask them. By this, you'll know what you do well and how you can improve. As a result, you can make instantaneous decisions that keep your customers coming back for more.

[Meayar 's](#) target is to obtain feedback in a timely and efficient manner assisting you to see the Full Clear Image of your business. With the vast experience [Meayar](#) team has, it can take in consideration all the small details that might make a huge difference in your business such as; When to conduct a customer satisfaction survey, what to ask the customers.

How and when, and how often you ask these questions. However, the most important thing about conducting a customer satisfaction survey is what you do with their answers and here again, [Meayar](#) team can offer you a detailed beneficial analysis and consultation on what are the major key factors to concentrate on and where to enhance your business quality and so on. Every time you fail to meet a customer's expectations, you lose business.

When to Use a Survey

Companies usually monitor changes in customer or employee satisfaction over time

1. To check whether a change was successful.
2. When evaluating proposed changes.
3. When assessing customer or employee satisfaction, such as identifying or prioritizing problems to address.
4. When identifying customer requirements or preferences.

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