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FOR IMMEDIATE RELEASE

AVALA BREAKS NEW GROUND IN CUSTOMER SATISFACTION

St. Louis, Mo. – Nov. 8, 2007 – Measuring customer satisfaction is a core component of most modern business plans. But the key to a successful Customer Satisfaction Index (CSI) program is not only measuring survey data but also understanding what it means, and how to use it. The AVALA Marketing Group, the recreation industry's leading CSI program provider, has developed a number of highly-effective strategies that can turn what has long been viewed as a cost-line item into an investment in generating profits from repeat customers.

"If your company can't leverage its CSI data to create positive return on investment, then it's wasting time and money," says Steve Pizzolato, President of The AVALA Marketing Group. "We've learned a lot over the past 10 years about how to interpret CSI scores, and how to create in-depth data modeling and targeted one-on-one marketing solutions for our clients."

Interpreting CSI

One way that AVALA can quickly tell if a client's customers are satisfied is by determining a Net Promoter Score (NPS). This metric, figured by first organizing the customers into three groups — promoters, passives and detractors — and then calculating the percentage difference between the two extremes, signifies a company's growth potential based on the strength of its customer relationships.

"The bottom line is that happy and loyal customers are the lifeblood of future purchases for a brand," says Pizzolato. "Promoters typically remain customers longer, buy more often and refer more of their friends than do those with lower scores."

Identifying passive customers is also critical because they are usually the most receptive to retention programs. "The customers who fall into the 'passive' or 'somewhat satisfied' range in overall satisfaction are the most elastic," explains Pizzolato. "In high-end industries, converting passives to promoters can translate to millions in profit. This justifies the amount of effort spent on CSI programs."

CSI Intervention

It's not uncommon for customers to hear from a company only when it's time for the next sales promotion or CSI survey. But in the meantime problems can arise that may lead to frustration and even defection. Continued contact between a business and its customers helps establish a relationship in which issues are identified and handled in a timely manner.

AVALA provides its clients with a menu of communication services that are designed to enhance customer relationships: **CSI First Alert** informs customers prior to a new survey being sent;

(more)

CSI Satisfaction Detector gives clients a more substantial drill-down of information for specific populations of dissatisfied customers; **CSI Defection Defense** initiates contact with customers at regular intervals to capture any ongoing satisfaction issues; and **CSI Customized Contact** communicates sales and service offers with customers to assist in resolving issues identified through CSI surveys.

AVALA offers these cutting-edge services as a comprehensive CSI Communications System, or as à la carte solutions, depending on the needs of its clients.

“We are very excited to offer these progressive CSI solutions to our customers,” says Pizzolato. “These cutting-edge approaches close the loop on customer needs and provide the manufacturer the opportunity to continue to win their customers over. Our clients have a true advantage with the customer satisfaction tools we have developed.”

ABOUT AVALA

Established in 1997, The AVALA Marketing Group is one of the top marketing firms specializing in the recreation industry. It's regional, national and global approach focuses on interactive services, mobile marketing, customer relationship management, database design and management, marketing research and analysis, customer satisfaction indexing, lead management, event marketing, promotions, training, brand advertising and full creative services. Additional information about AVALA is available at www.avalamarketing.com.

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