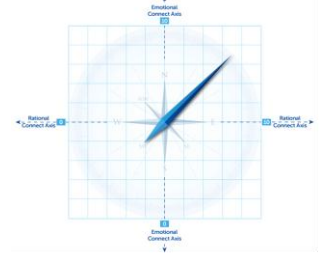




Leading Matters®
Loyalty through Partnership

The Loyalty Compass



"Where are your client partnerships headed?"

"Making sure your customers stay with you and never want to leave."

You'd get legal and commercial advice as part of your due diligence, right?

Customer and employee opinion and stickiness counts for a lot too! Gaining honest and in-depth feedback from key customers and employees can help mitigate your risk.

Make sure that key clients and employees are provided with the opportunity to share their perspectives. This is best achieved using an open-focussed question based interview approach because it provides the opportunity for stakeholders to share what's important to them.

A skilled and experienced in questioning researcher in questioning methodology will help to ensure the information is accurately received, analysed and reported.

Extending your due diligence to find out the status of the relationships a business has with its customers and employees - before you merge, acquire or invest is important.

As independent, conversational interview and research specialists, we are always happy to help. We also offer education and training programs for those wanting to do it themselves.

Would you like to receive our monthly newsletters?

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"It's not what to ask, but how to ask that reveals true feelings."

"...we know how to do things better as a result of the quality of feedback we got from our customers. Having this information definitely helps with developing customer loyalty and retention, promoting new business development and as a result, improves our bottom line.

We are able to better manage expectations and there is a heightened awareness of the whole company about our customer's experiences and their perceptions..."

**Andrew Matlock, VP
Sales & Marketing,
NewSat Limited,
Melbourne, VIC**

"Loyalty is earned. It is never given."

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