

**Are you protecting
your most important
assets...**

Your Customers?



**Eric P. Jones &
Associates Inc.
Marketing Consultants**

Keep your most important Customer Relationship Surveys

Customers. Hard to get and just as easy to lose!

High-profit, low-cost repeat sales to your existing customers are the lifeblood of your organization. Yet, on average, corporations lose half their customers in five years. Whether it's how a contact is made, a transaction processed or a problem left unresolved, it's how customers view your company that makes the difference.

Do You Know What Your Customers Really Want?

Gaining an understanding of your customers and their unique needs has never been more important. Some managers believe they already have enough information from their staff's feedback or customer letters and telephone calls. This is a dangerous assumption. It is a startling fact that the majority of dissatisfied customers never complain about the organization, but rather take their business to a competitor while telling 10 to 15 others about their poor experience.

Have you ever wondered what your customers really think about your products and services? What they really want? What's important to them? How they view your people and organization relative to other suppliers? What the weak links are in the chain that binds each key account to you? What one change could you make today that would strengthen customer loyalty and result in more revenue from repeat sales?

Now, you can find out! Have Eric P. Jones & Associates Inc. (EJA) design and administer your customer relationship evaluation and retention programs, analyze the results and make recommendations for areas of improvement.

EJA Asks The Right Questions And Delivers Actionable Results

We'll show you proven, cost-effective ways to meet the challenge of today's changing customer dynamics through objective evaluation of current organization products, people and policies. Use the information to create effective marketing strategies that attract your niche of customers and highlight potential product/service enhancements that add value or contribute to your market position.



Asset with Keys from EJA

In-Depth Customer and Prospect Profiling

EJA's Customer Relationship Group has years of experience in reaching decision-makers, building the rapport that allows them to engage even the busiest respondent in thoughtful discussion. They are skilled at uncovering what the interviewee thinks, why and what actions you need to take to strengthen your relationship with the customer.

Business-Building Customer Loyalty Programs

Loyal customers return. They spend more. They ensure company growth, not stagnation. Put your customer service findings to work. EJA-designed integrated customer loyalty promotion and direct marketing campaigns personalize every customer interaction and increase your bottom line.

Do You Know What Your Customers Think?

Call us TOLL FREE at 1-866-654-2434 and let objective, professional Customer Relationship Evaluations and Loyalty Programs from EJA make the winning difference for your organization.



**Eric P. Jones
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Unique Marketing Insights

Unique Marketing Solutions

At Eric P. Jones & Associates Inc. (EJA), we specialize in helping organizations better penetrate existing businesses and to develop the markets so vital to their future growth. A full service firm, EJA has provided comprehensive professional marketing consulting services on a local, national and international basis since 1981. Our range of services includes:

- Strategic Planning
- Marketing Audits
- Market Research
- DirectContact™ Prospect Qualification Systems
- Feasibility Studies
- Customer Satisfaction Surveys
- Industry Research and Competitive Analyses
- Advertising and Sales Promotion
- International Marketing

