

For Immediate Release

Release Teleconference Focus Group – 06241AI

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beSatisfied introduces the “Teleconference Focus Group” enabling automotive dealerships to cost effectively increase customer retention, maximize shop absorption and improve customer satisfaction

Deerfield Beach, FL – beSatisfied, an industry leader providing customer satisfaction follow-up, owner loyalty and retention programs introduces the Teleconference Focus Group. Through the “voice of the customer” beSatisfied’s Teleconference Focus Group will provide the dealer with the customer’s unbiased feedback regarding sales performance, service drive, the finance department and many other aspects of dealership operations.

The Teleconference Focus Group consists of ten to twelve customers that are prescreened to provide the best mix of the sales and service experience. This structure enables the dealership to obtain the most beneficial information in an extremely cost effective manner. The group typically lasts about an hour and a half and is facilitated by a professional moderator who maintains the group's focus. The moderator follows a preplanned script of specific issues and sets goals for the type of information to be gathered. During the focus group, the moderator manages the discussion and steers it to all the most relevant points. The moderator also ensures that all focus group members contribute to the discussion and avoids letting one participant's opinion dominate the group. Utilizing the “Teleconference” method for the focus group yields more candid, genuine responses and respondents are less influenced by the group.

The Teleconference Focus Group is a cost effective alternative to the traditional focus group. By eliminating geographic limitations and reducing travel time and expense for clients and participants beSatisfied will assist you in assessing the strengths and weaknesses in all departments within your dealership.

Data analysis is then presented in the form of an executive summary and a CD version or a wav file recording of the group.

beSatisfied is a leading solutions provider of Customer Satisfaction, Loyalty, and Retention programs. More information: Keith Semok, phone: 800-521-4234.