



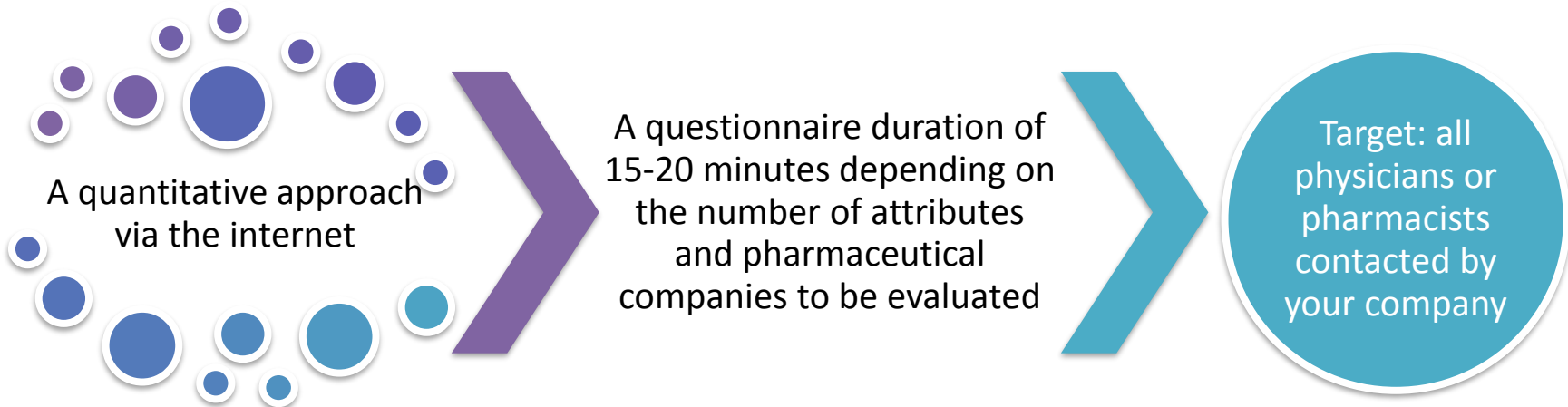


1. Evaluate current drivers related to the satisfaction of your customers

2. Assess the perception and current performance of your company including sales force and your main competitors on key attributes

3. Calculate the satisfaction score of your company compared to your main competitors on the main KPIs

4. Provide some recommendations by identifying the current drivers / specificities of your company satisfaction and unmet needs to cover



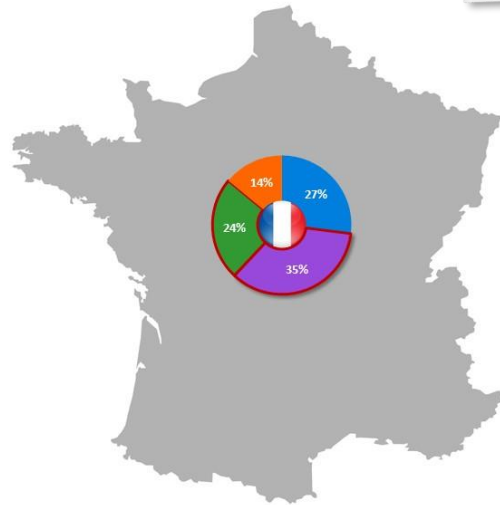
Recruitment by email and phone based on a listing provided by your company including at least 10 names with email address for one respondent

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Share of contacts and overall satisfaction

- Share of contacts (by region and by customer segment)
- Overall satisfaction (by region and by customer segment)

Share of contacts

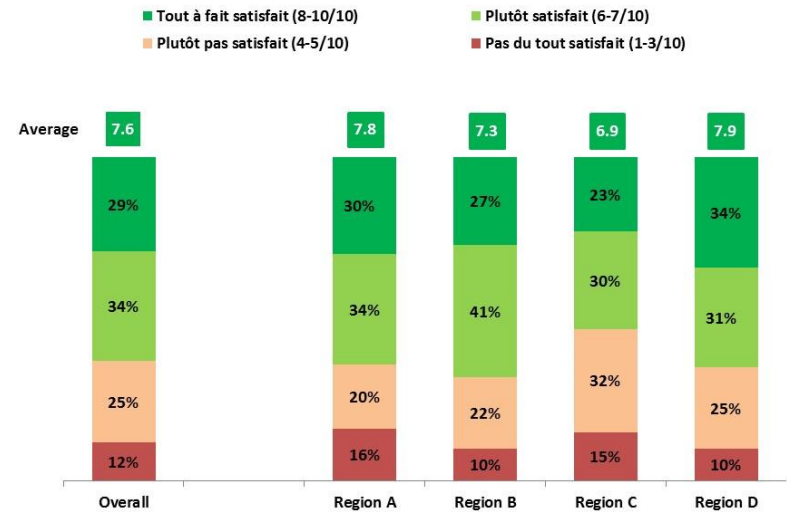


Plus haute part de visite pour le Laboratoire A

Attention à la performance du concurrent mis en évidence

Laboratoire A Laboratoire B Laboratoire C
Laboratoire D Autre

Overall satisfaction

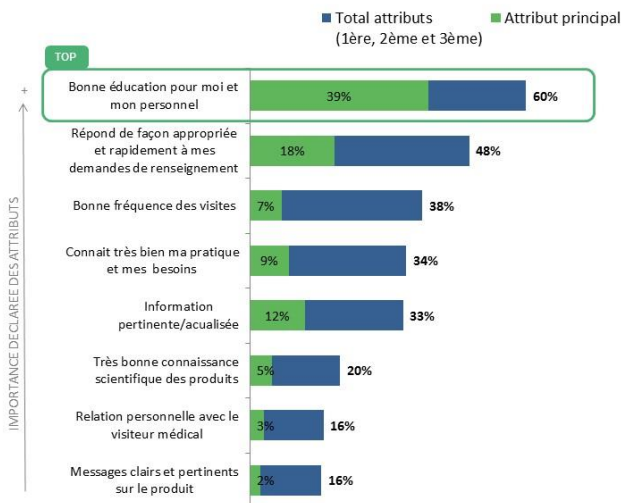


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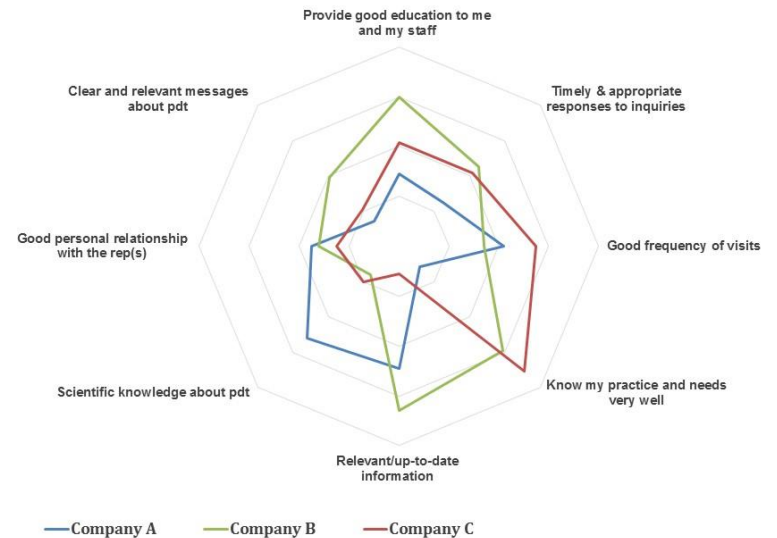
Evaluation of the customer satisfaction

- Hierarchy of attributes related to the customer satisfaction (declarative and / or correlation)
- Evaluation of your company (and your main competitors) including the sales forces on the attributes driving the most the satisfaction of the company
- Brand mapping: territory owned by each company

Importance of attributes



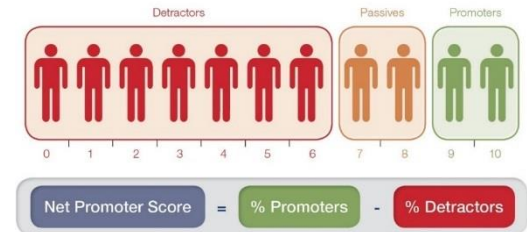
Company evaluation in terms of satisfaction



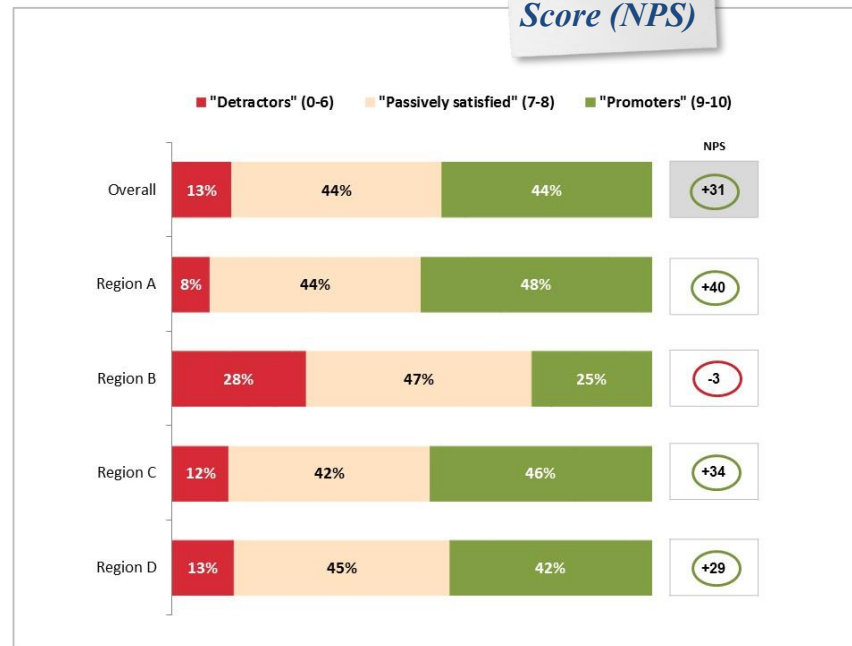
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Impact of the satisfaction

- Net Promoter Score (NPS): rating of customer satisfaction and loyalty
 - Each respondent answers to the question “How likely is it that you would recommend [company] to a colleague?” on a scale from 0 to 10



*Net
Promoter
Score (NPS)*



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