



CUSTOMERSAT®

Track in real time the level of satisfaction regarding your visits & expectations

CustomerSat® is a unique and innovative monitoring tool to measure efficiently and quickly in **real time** the **level of satisfaction** and **expectations regarding your visits** among **your customers**, including:

- Level of satisfaction
- Reasons of dissatisfaction if any
- Assessment of the visit
- Impact of the visit
- Benchmark with your main competitors



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Adjustment of the questionnaire

CustomerSat® is a flexible tool:

- Bio'sat **adapts the questionnaire according to your objectives**
 - ✓ Based on its experience, Bio'sat provides questions and existing attributes related to the satisfaction of the visit and advises and supports you

- Bio'sat can **benchmark the satisfaction of the visit of your sales force with your main competitors**
 - ✓ Bio'sat can include questions about the level of satisfaction of your customers when visiting your main competitors and thus compare the results
 - Benchmark being the most appropriate - same target for your lab and your main competitors

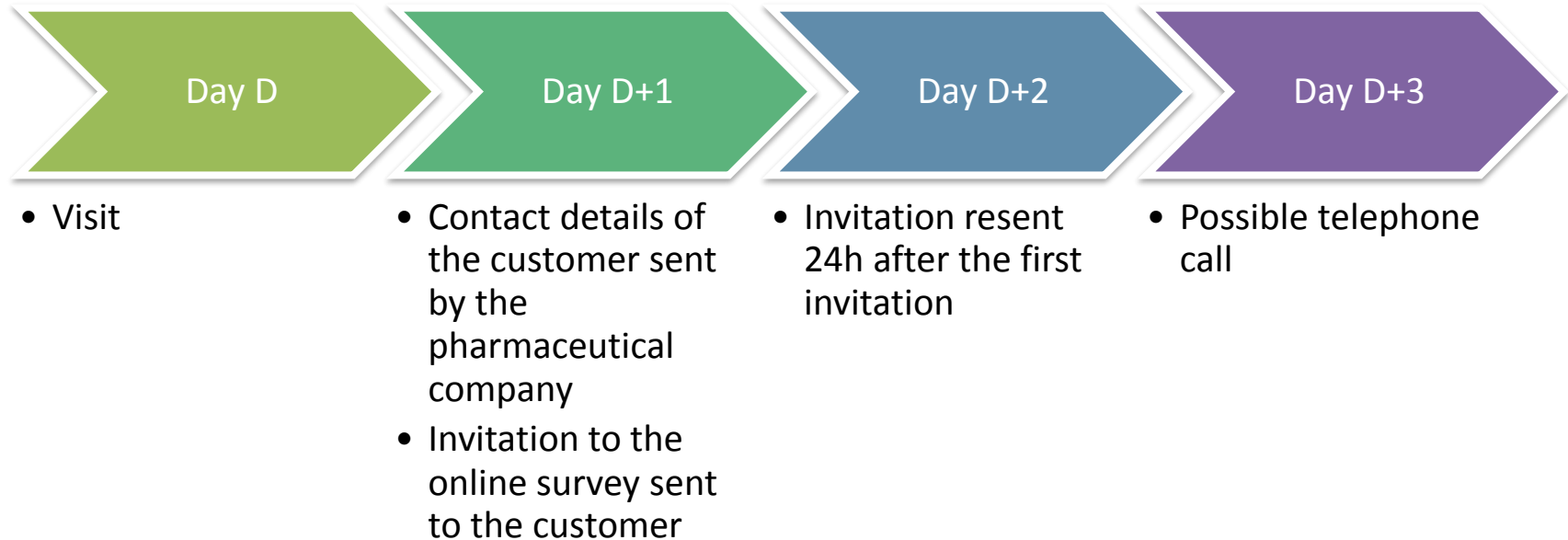


BENCHMARK

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Methodology

All the respondents being interviewed between 1 to 3 days after the visit



"maximum of one invitation to the survey every 2 months for one specific customer"

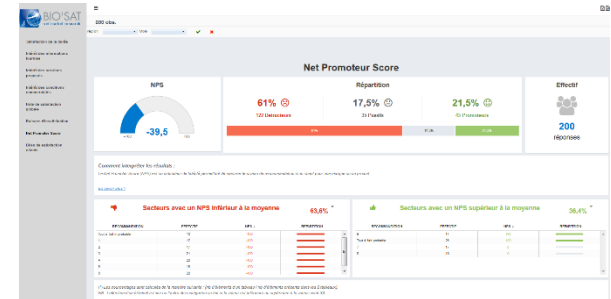
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Outcomes

*Web
platform*

Access to an individualized web platform with your results as dashboards

- Possibilities of results according to geographical areas and segments of clients
- Possibilities to individualize the presentation of results for each person in your company
- Opportunities for tracking results over time



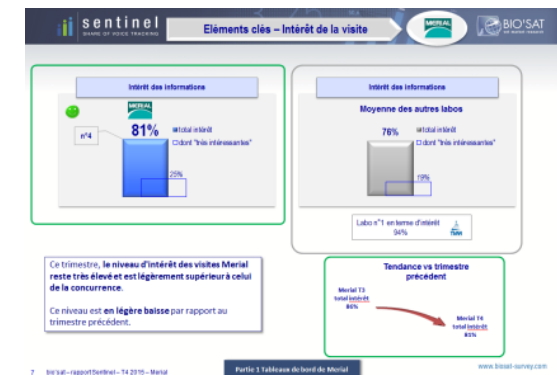
Alerts

Dynamic alerts in case of dissatisfaction

Bio'Sat asking if respondents want to remain anonymous or not in order for you to identify better any source of dissatisfaction

*Quarterly
results*

Quarterly processing of your results



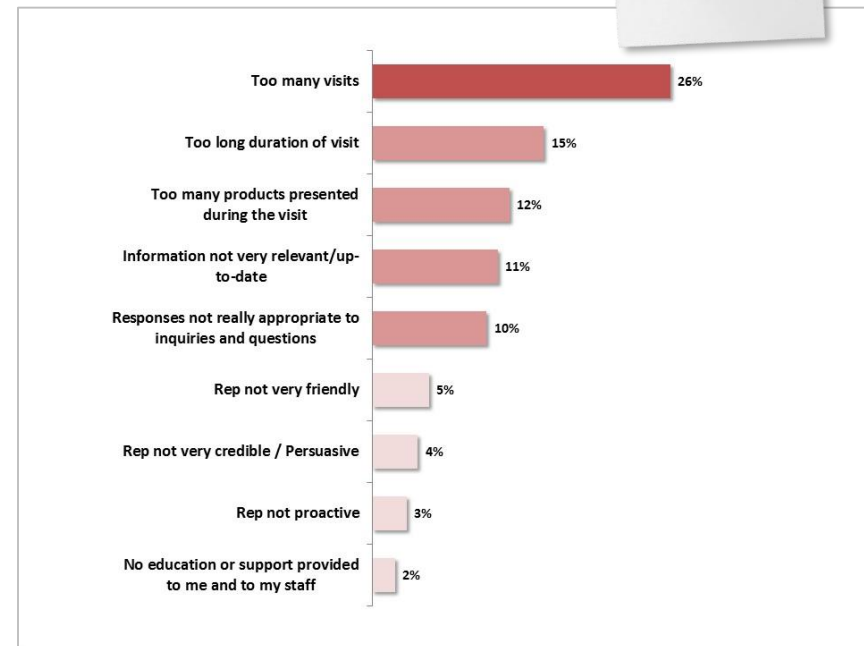
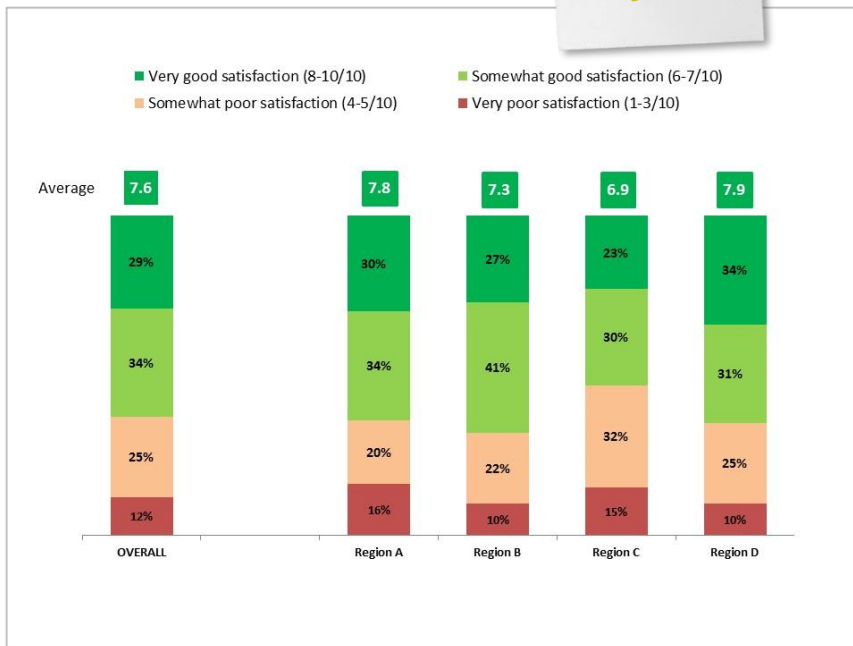
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Overall satisfaction

- Overall satisfaction (overall and by region and segment of clients)
- Reasons of dissatisfaction overall, by region, by segment of clients and/or by respondent

Overall satisfaction

Reasons of dissatisfaction



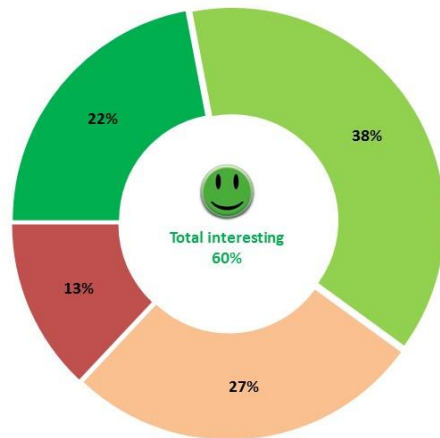
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Assessment of the satisfaction with the visit

- Duration of the visit
- Quality of the information provided
- Support/services provided
- Commercial conditions (if applicable)

*Overall
quality of the
information
provided*

Very interesting Rather not interesting
Rather interesting Not interesting at all



*Quality of the
information
provided by
region*

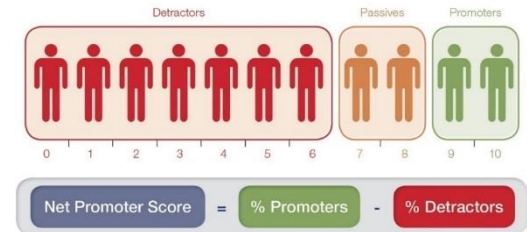
Very interesting Rather not interesting
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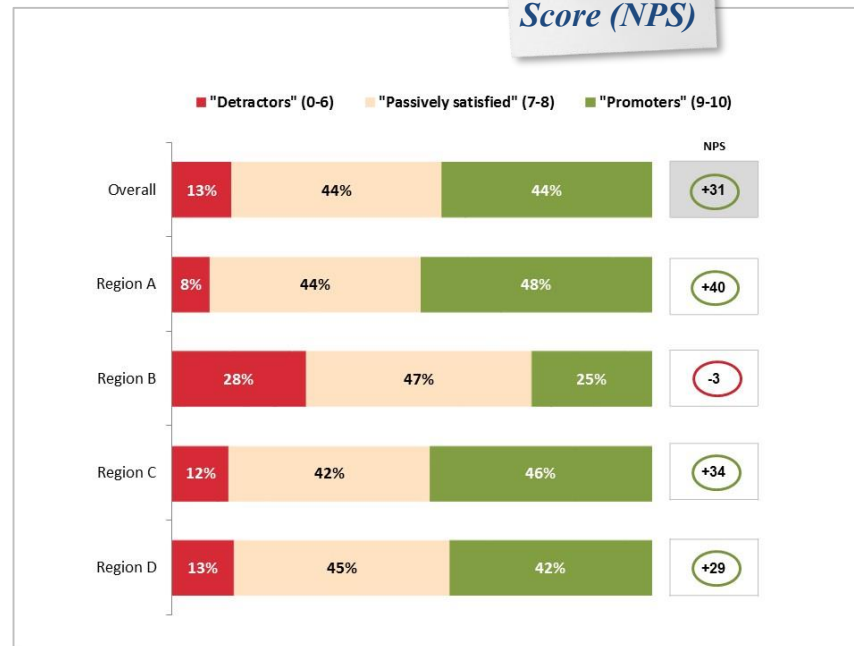
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Impact of the satisfaction

- 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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