

# Customer IQ Program

The Customer I.Q. Program is an easy-to-use, inexpensive barometer for measuring the quality of your company's consumer experience. Feedback is immediate and dynamic and the level of detail can go to a specific sales person as well as specified time frames. The program, See I.Q. (See an Indicator of Quality) will give the retailer a firm percentage, which is their Customer I.Q. Get between 70 and 80 percent and you're perfectly on target. This is a customized and branded program built for the WFCA members and is based on the Net Promoter Score concept which has been utilized successfully across many industries.

## Calculating the Customer I.Q.

Asking a statistically valid sample of customers "How likely is it that you would recommend our company to a friend or colleague?" enables you to calculate your Customer I.Q.: the ratio of promoters to detractors.

Admin can control and get feedback on showroom, specific sales reps and multiple locations as well as getting breakdowns on specific response percentages, capturing consumer data and exporting reports on demand.

Communications to customers are automated and fully customizable and trackable making the Customer I.Q. program not only a great barometer for management, but a powerful marketing tool.



To learn more about Customer IQ Program please contact

**Delcie Ledyard** at WFCA Direct

**delcie@wfcadirect.org** or by phone at **1-800-399-9723**

# Customer IQ Program

## Order Form



Please complete form then **fax to 916-848-0462**

### 1. Member Information

Business Name			
Contact Name			
Address	City, State, Zip		
	Phone Number		

#### 1a. Multiple Locations (An additional set up charge of \$75 will apply for each location)

Business Name			
Contact Name			
Address	City, State, Zip		
	Phone Number		

Business Name			
Contact Name			
Address	City, State, Zip		
	Phone Number		

If you have additional locations, please list on a separate sheet and include with this order form

### 2. Order Summary

Product/Service	PRICE
Setup	\$175
Monthly Service*	\$99 - \$199
Duration of Service	
Additional Locations (\$75 each)	\$75 x _____
TOTAL	

\*Monthly service fee will be based upon actual number of transactions entered into the system over the month.

Up to 250 Transactions Per Month:	\$99
250 – 500 Transactions Per Month:	\$149
500+ Transactions Per Month:	\$199

### 3. Credit Card Payment Information

Credit Card Number					
Type:	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> Discover	Expiration Date	Security Code

(3-Digit Code, back of card)

### 4. Authorized (Sign Below)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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