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Monitoring the Health of Customer Satisfaction in the Medical Device Industry

The need for better and more precise diagnostics and imaging to guide physicians on patient disease status and proper disease management is driving significant innovation and growth in the medical device industry.

There is a continuous stream of new entrants to the market, using innovative technologies. As a result, existing medical device companies count on a combination of innovation, brand loyalty, and customer satisfaction to prevent customer defection. And as new buyers emerge, such as hospital materials management and nursing/clinical staffs, medical device companies are looking to alter their sales, marketing, and support practices to better serve the new buyers. Ongoing customer feedback is critical to success in both areas.

Finally, because medical device manufacturers have one of the highest costs in the industry for dispatching a field service technician, there is a huge focus on diagnosing and resolving issues using the call center and reducing the number of times a technician must be sent to the field. Medical device companies are now paying close attention to measuring and tracking customer experience from remote problem resolution to ensure that it does not affect customer satisfaction metrics.

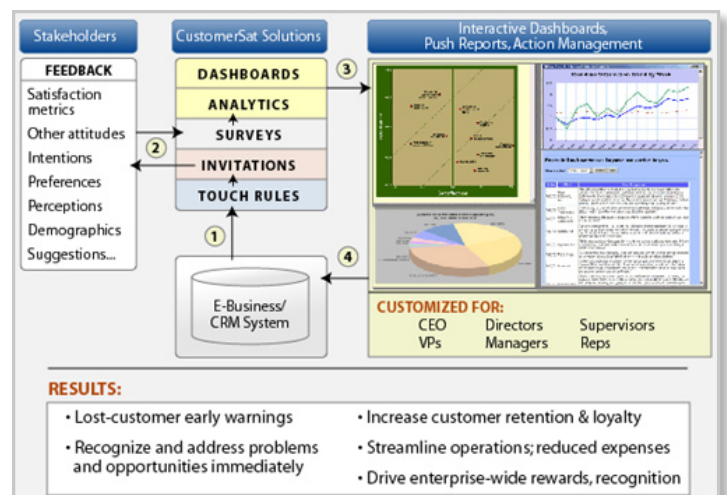
In such an environment, how can you proactively identify and address issues to better engage your customers and your employees and improve customer satisfaction? MarketTools® CustomerSat™ can help. Medical device companies are using CustomerSat not only to gather and analyze feedback from customers, employers, and others but also to manage timely, enterprisewide responsive actions to this feedback. Using CustomerSat they are addressing these key challenges and opportunities:

- > Growing customer retention, loyalty, revenue, and profits
- > Retaining at-risk customers
- > Allocating scarce resources to the areas that will generate the highest returns
- > Recognizing and addressing operational problems and business opportunities as soon as they arise

The MarketTools CustomerSat Solution

The CustomerSat software solution delivers the following key capabilities:

- Captures feedback through online and offline surveys, suggestion boxes, and other means from key stakeholders, including customers, employees, and partners. This includes key touch points between your enterprise and your stakeholders, including contact centers, service calls, help desks, and product installations.
- Delivers interactive, real-time analytics, metrics, and verbatim intelligence throughout your enterprise through secure portals, interactive dashboards, push reporting, e-mail alerts, and other means.
- Triggers specific actions based on both automatic rules within the system and your manual entries.
- Aligns and empowers your entire organization to drive and manage these actions in real time.



MarketTools CustomerSat solutions drive enterprise actions and investments

MarketTools CustomerSat in the Medical Device Industry

In addition, MarketTools provides professional services through its expert research analysts and project managers to assist you with CustomerSat survey and solution design, system implementation, analysis, reporting, and action management. MarketTools CustomerSat Research and Consulting Services ensure that your customer feedback is immediately and continuously actionable. CustomerSat software services enable your organization to take the right responsive actions and make rapid gains in revenues, profit, and customer satisfaction and loyalty.

Benefits of the Solution

Operationally, the solution allows medical device companies to:

- Enable the right individuals and teams within their organizations to respond to feedback quickly and collaboratively
- Provide clear visibility to relevant stakeholders into such information as:
 - Which customers are dissatisfied and why
 - What actions have been or need to be taken
 - Customers' or employees' responses to the actions
- Identify and save at-risk customers before they are lost and to turn satisfied customers into committed advocates

MarketTools CustomerSat in Action

A leading manufacturer of ventilation and respiratory products is using CustomerSat to collect and analyze customer feedback from various touch points, including technical support, customer service, and deployment. It not only has identified specific at-risk customers and saved them but has identified and addressed issues that affect overall customer satisfaction.

A medical device company that makes external defibrillators and electrocardiogram machines uses CustomerSat for a monthly relationship survey and a biweekly tech support survey to collect and analyze feedback and stay close to its customers.

- Slice-and-dice customer satisfaction data to pinpoint concerns and opportunities by region, site, product, market segment, service rep, or any other parameter
- Enable concrete and actionable suggestions for improving performance, either overall or by segment

Strategically, the solution enables medical device companies to increase customer retention, win more new customers, improve productivity, and raise profits.

Leaders and innovators continue to choose MarketTools CustomerSat solutions to listen to their customers and improve satisfaction with their products and services. Let us show you how you too can leverage CustomerSat to reduce customer defection, increase customer loyalty, convert more detractors into promoters, and turn your customers into your best advocates.

About MarketTools, Inc.

MarketTools is the leading provider of Customer Insight Management solutions for the world's market leaders. Through a unique combination of best-in-class insight and feedback platforms, quality-assured global panels, and research innovation, MarketTools enables companies to innovate and identify new opportunities, optimize product success and build customer loyalty. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes MarketTools.com,[™] Zoomerang,[™] CustomerSat,[™] TrueSample,[™] ZoomPanel,[™] and ZoomPanel[™] Tech.

MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information, please visit www.markettools.com

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