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Phone survey is being used by companies to know the views of their existing and upcoming future consumers. The IVR survey and automated phone survey is also conducted on phone but there is difference between these surveys. The IVR survey is done by the call centers on behalf of the company, while phone survey is generally done by the company itself through a direct interview.

Many companies and organizations squander lots of money to catch new customers but simultaneously ignore their existing customers. It is nice to attract new people but you should never forget your present customers. The phone survey is beneficial to keep the existing customers satisfied.

In the time of huge competition you can't take risk of ignoring the customer's priority. This has always been in trend to use advertising methods for guessing what the clientele want. Advertisements demand huge money to invest so you should also think the phone survey device which is very cost effective and simple to perform.

There are many benefits attached with the phone survey:

By conducting the phone survey you can get many advantages of face-to face talking. Live talking cost a great deal to company when company has to talk thousands of person, but by phone survey it is possible without costing much. SMS survey and mailing survey are somewhat costly than phone survey.

In this survey the customer is not known so the customer feels confident while answering the questions. Therefore the phone survey usually is unbiased and impartial. Impartiality is essential for any survey.

Feedback is considered the backbone for any survey. The survey dies if it doesn't give proper and timely feedback. The feedback of the phone survey is very fast. You easily know the how many phones have been done and the location, sex, and age of your customers.

To ask the customers about the quality of your business and taking his suggestion for any type of improvement, it gives the customer the sense of loyalty. It creates strong relations between consumers and organizations. Then your customers start to advertise your company by admiring before friends and family members.

Although there are many telephone survey companies which provide the service of phone survey but only few of them which provide good service. So you should browse the internet and find out the company which best suits to your needs and requirements.

For more info:

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