



Star Data Systems INC.
Innovative Research Services

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NEWS
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Bank Customer Satisfaction Survey Programs: A New Approach from Star Data Systems

Everybody talks about customer satisfaction and its importance to your bank's growth and profitability, but how often do you actually measure your performance in this critical area? More importantly, how can you use customer satisfaction survey information to actually do something about it?



Star Data Systems has introduced a new, affordable customer sat program that provides clients with sophisticated measures of customer satisfaction levels on a branch-by-branch or store-by-store basis. It offers a customized data portal on a secure website that provides you with a "dashboard" view of your key performance measures. The dashboard includes overall ratings, and customer comments in easy-to-read charts and graphs, and offers the ability to receive immediate email alerts when we encounter dissatisfied customers who wish to be called.

Star Data's new program offers a variety of options, but the basics include secure unique web dashboard with charts and graphs depicting your customer sat results on

a monthly, quarterly and annual basis; key metrics for your market with summaries and charts of these metrics by location, and by region, email Alerts for unhappy customers who wish to be contacted; downloadable Excel sheets, charts and graphs, and availability to add custom questions on a periodic basis as needed.

In addition, detailed tables are available for every question asked in the survey as well as verbatim comments for each branch.

Most clients opt for telephone interviews of branch banking or retail customers, but Star Data also offers pop-up surveys of online customers, IVR or live interviews with your call center customers, and paper surveys for customers to fill out on-site. The sample for telephone interviewing is drawn from transaction data, but no account information or transaction details are necessary—only the account holder's name and telephone number are required.



Star Data's senior account reps work with you to adapt our customer sat questionnaire so it is customized to be unique to your specific situation. The surveys are then conducted monthly and results are posted immediately to the dashboard. Contact us today to find out how we can help you improve customer satisfaction at your bank.

<http://www.stardatasystems.com>

Star Data Systems Celebrates 25 Years in Market Research Industry

The year 2011 marks 25 years that Star Data Systems has been in the market research industry. Founded in April of 1986, Star Data Systems opened its doors as a data collection and tab house in Chicago for the purpose of generating high tech, quality reports for its market research clients.



In 1989 Star Data Systems became the U.S. representative for its major software supplier and eventually provided sales and software support to many of the largest market and survey research firms in the U.S., including VNU Scarborough Research, Abt Associates, NFO Research, Taylor Nelson (TNS), and Mediamark.

In 1994, Hank Copeland moved the company headquarters to Jupiter, Florida while maintaining its Chicago base under the direction of the late Howard Kirsch. The company soon added printing and fulfillment of mail surveys and scanning to its repertoire of services. In 1997 the company was among the first companies to author and host worldwide web surveys and In 2001 it added CATI telephone interviewing services. Online data portal and dashboard services soon followed and became extremely useful to market research clients.

Today the company authors and hosts a wide variety of web and CATI surveys for its clients as well as customer satisfaction dashboards for clients in the boating, recreational and banking industries. Star Data Systems counts itself fortunate to have been a part of the evolving technology over the past 25 years and is pleased to be a part of the market research industry in the new millennium.

Mystery Shopping Your Call Center

Did you ever wonder what your call center reps are *really* saying to your prospects and customers?

Star Data Systems performs a variety of mystery shopping projects for clients who need to monitor their call center's performance and coach their agents on presentation, courtesy, and following company guidelines. Our mystery shopping calls are made to a variety of in-house and outsourced call centers and check for quality, compliance with regulations, and professionalism with the client's customers.



Among the major goals of our projects are to track how well the customer service representatives represent the company and whether they clearly explain the terms of a special trial offer, qualify the customer as a legitimate prospect, and closes the deal in a manner that will lead to long-term customer satisfaction.

If you're not sure what *your* agents are telling your customers, give us a call!

<http://www.stardatasystems.com>

Let Star Data Host Your Next Web Survey at Mrsurvey.com

Even a monkey can host a survey with a few simple questions, but it takes some serious software and professional expertise to script-write and author an attractive, powerful survey that includes grids, a multitude of questions and thousand of respondents. Many of our studies use individual passwords to prevent duplication and fraudulent responses and include thousands of email invitations.

“At Star Data, we work hard to provide our clients with online surveys that not only meet their needs, but which also give the respondents a pleasant online survey experience that keeps

INSTRUCTION: Click "Next" to continue. Click "Reset" to clear answers.

Now, please tell us about the publications your organization produces...

Q27. Please indicate which publications your organization produces, the frequency of publication, whether they are primarily produced in-house or through an external vendor, and the primary distribution medium.

	Does Your Organization Outsource?		If Yes, How Often?	If Yes, Primary Production Responsibility?		If Yes, Primary Distribution Medium?
	Yes	No		In-house	External Vendor	
Community-Oriented Publications	<input type="radio"/>	<input type="radio"/>	Select answer	<input type="radio"/>	<input type="radio"/>	Select answer
Donor Publications	<input type="radio"/>	<input type="radio"/>	Select answer	<input type="radio"/>	<input type="radio"/>	Select answer
Employee Publications	<input type="radio"/>	<input type="radio"/>	Select answer	<input type="radio"/>	<input type="radio"/>	Select answer
Nursing Publications	<input type="radio"/>	<input type="radio"/>	Select answer	<input type="radio"/>	<input type="radio"/>	Select answer
Physician Publications	<input type="radio"/>	<input type="radio"/>	Select answer	<input type="radio"/>	<input type="radio"/>	Select answer
Annual Report	<input type="radio"/>	<input type="radio"/>	Select answer	<input type="radio"/>	<input type="radio"/>	Select answer
Community Benefit Report	<input type="radio"/>	<input type="radio"/>	Select answer	<input type="radio"/>	<input type="radio"/>	Select answer
Other: Please describe						

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them interested and engaged in the survey” says Hank Copeland, Star Data Systems’ founder and president. “Our servers are housed in a secure environment away from hurricanes and power failures so our clients know their data is safe. Star Data works with a variety of panels, business surveys and customer lists, and can provide a bid within an hour of the request.”

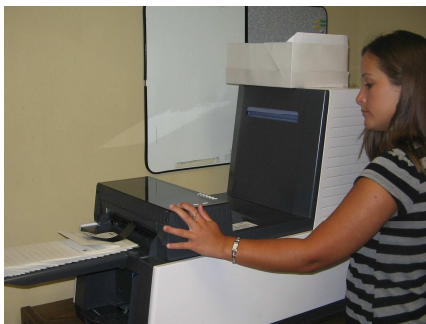
To celebrate its 25th anniversary, through March 1 Star Data is offering \$500 off its web surveys to new clients who mention this newsletter and start a new online project by November 15. Give us a call for *your* next project!

Mail Surveys and Paper Questionnaires Are Alive and Well at Star Data Systems

Upon reading an erroneous news report of his death, Mark Twain is quoted as saying “The news of my demise is greatly exaggerated!” That quotation could also apply to paper questionnaires and mail surveys. There are some situations where there is just no substitute for paper surveys.

That’s where Star Data’s mail survey services come in. We have in-house printers that can handle everything from postcard sized warranty cards to 80 page social research surveys for the U.S. government. Individual questionnaires can also be customized with customer ID’s, policy numbers, barcodes and other vital information printed right on the questionnaire.

If tracking the returns is very time-sensitive, when the survey comes back our mail processing department can hand scan a barcode printed on the return envelope and post the returns to a custom web dashboard so you and your clients can access your project information on a daily basis anytime day or night. Speedy and accurate data capture from questionnaires is assured with Star Data’s state of the art scanning system which not only speeds up the data entry process, but provides many checks and balances to assure data accuracy.



Data from mail surveys can be combined with CATI or web survey data on Star Data Systems’ dashboard to offer a robust and complete picture of your market. If *your* situation sometimes requires the “old-fashioned” way of doing a survey, give us a call!



Star Data's Online Dashboards Keep You Informed

Obtaining current research results or checking the status of your project is a lot easier now with Star Data's dashboard reporting. From topline results to complete cross-tabulations and reporting, Star Data provides current information on just about anything related to client projects.

One of the features of the dashboard is security. Clients who log onto our secure website are able to view their project results in confidence. "Security is one of our top priorities here at Star Data," says Bob Galiano, IT Manager. "Each client has a unique company code, username and password that connects them exclusively to his or her projects. When a client logs onto the dashboard he or she is presented with a drop-down box that presents a list of his or her current projects. The project page then presents a list of available options, like viewing tabs or topline results, virtual monitoring of CATI interviews, incidence figures or even postage reports for BRM studies."



So, can Star Data's dashboard help just about everyone? "Almost anything is possible", according to Galiano. "It's our job to make sure it works for the client every time on every project."

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