



In today's business environment, **optimizing customer feedback to drive organic and ongoing customer growth** may just be the single most effective business strategy for **increasing customer profits.**

Grow Your Customers



ABOUT LOYALTYPROFESSIONAL™

Companies cannot afford to lose a strategic, long-term customer. In fact, in today's economic climate, companies cannot afford to lose **any customer**. When serviced correctly, customers generate increased profits every year they stay with a company. In other words, the longer a customer is kept, the more profitable they become. The challenge then becomes, retaining and growing current customers, while at the same time acquiring new ones, and optimizing the entire customer experience.

The Chapman Group's LoyaltyProfessional™ experts work in collaboration with your team to effectively design and execute a "Voice of the Customer" (VOC) program that directly addresses that challenge. Using industry recognized best practices, processes, and metrics our experts will:

- Design the VOC program (i.e. participants and frequency)
- Co-create the survey script(s) and distribute survey
- Gather and analyze survey results
- Develop and implement action plans based on feedback

... all in an effort to better manage and **improve the overall customer experience!**

[Contact Us](#) [Download Overview](#) [Get Resources](#)

OUR CLIENTS SAY IT BEST...

"LoyaltyProfessional™ is an actionable voice of our account knowledge base that has replaced our traditional customer satisfaction surveys. It provides executives and account teams a deeper understanding of our current and future revenue position in our account. It is helping us build and expand relationships and eliminate lost revenue surprises within our current customer base."

- **Director, Marketing**
The Americas, Specialty Minerals

Contact Us

Thank you for your interest in our "Voice of the Customer" (VOC) program. As a world-class sales solution provider in **Customer Experience and Customer Feedback best practices**. We are happy to provide you with the information you need to make an educated decision. **Please complete the simple form to join our Email Marketing campaign stay advised to the latest's in new Articles, Podcast, Webinars and our vast resources of Materials.**

* First Name

* Last Name

* Email

* Phone

* Industry

* Title

Question/Comment?

* = Required Field

Email Marketing You Can trust!



Video Message from our CEO
Dennis Chapman Sr. would like to share his thoughts on measuring the customer experience and what this could mean for you and your organization.. [3 Minutes Long](#)

NEWS AND UPCOMING EVENTS

July 26, 2011- Mercer Sales Performance Group and The Chapman Group Team Up in Validating the Voice of the Customer

Mercer's Sales Performance Group will be using The Chapman Group's Voice of the Customer metrics for a number of its clients as part of Mercer's Sales Performance diagnostic process.

Mercer's Sales Performance Group will be using The Chapman Group's LoyaltyProfessional metrics for a number of its clients as part of Mercer's Sales Performance diagnostic process. The Chapman Group will be providing the resources, methodology and services to capture quantifiable measurements higher, wider, and deeper from customers of these clients, particularly around validating the value proposition and impact of sales people from the perspective of the customer. [Read More](#)

June 21, 2011- Freeman Selects The Chapman Group to Manage their Voice of the Customer (VoC) Program

Freeman, the world's leading provider of integrated services for face-to-face marketing events, has partnered with LoyaltyProfessional, a strategic business unit of The Chapman Group, who will manage Freeman's Voice of the Customer (VoC) program. [Read More](#)

May 25, 2011- Blog- SAMA 2011 Conference; Important Key Learning Points for All! [Read More](#)

May 15th thru 18th 2011 - Dennis Chapman to present at the [2011 SAMA Annual Conference](#)

Dennis Chapman Leads Impressive List of Thought Leaders at the Strategic Account Management Association's (SAMA) 47th Annual Conference At this year's 47th Annual Strategic Account Management Association's annual conference, Dennis Chapman Sr., President and CEO of The Chapman Group, will facilitate 2 workshops: a panel discussion on the role of the executive sponsor in account management and a Technology Lab on LoyaltyProfessional, which introduces attendees to The Chapman Group's methodology for measuring and optimizing the customer experience.

March 30, 2011 - Press Release - Customer Experience Podcasts Launched on LoyaltyPro.com

The Chapman Group has launched a series of podcasts on their LoyaltyProfessional website which highlight Customer Experience and Customer Feedback best practices [Read More](#)