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PROFIT THROUGH CUSTOMER OBSESSION

"Customer satisfaction is no longer good enough to survive today's competitive market place. What is needed is customer delight."

-Tom Peters

## DISCOVERY®

**profit** *n.* 1. an advantage or benefit obtained from doing something. 2. money gained in a business transaction; the excess of returns over outlay. *v.t./i.* 1. to be beneficial (to) 2. to obtain an advantage or benefit.

**customer** *n.* a person who buys goods or services from a shop or business; (colloq) a person one has to deal with.

**obsession/** *n.* 1. obsessing, being obsessed 2. a persistent idea dominating a person's thoughts. -  
**obsessional** *adj.*

Our business is driven by four simple truths.



To survive and grow, your business must make a profit



All profit comes from your customers



The sole purpose of your business is to create delighted customers



The sole purpose of our business is to help you create delighted customers

**Discovery** does this by helping you to become obsessive about delighting your customers

**T**o survive and grow, your business must make a profit. As all profit comes from your customers, your business can only make healthy long-term profits by creating and keeping delighted customers. It's as simple as that. Discovery is a range of services which will help you to achieve competitive advantage simply by listening to your customers and staff, and then acting on what you hear.

✓ **Customer Satisfaction Monitor**

To accurately measure satisfaction to ask your customers two questions: 'What do you want from us?' and 'What are we doing for you?'.

This process will enable you to understand your customers and how they think about your products, your service, and your company.

Discovery measures customer expectations and the extent to which those expectations are being met, and has been used on a global basis by more than two hundred companies since its launch in 1994.

Our comprehensive service includes questionnaire design, administration, analysis, and your results are presented in an easy-to-read, illustrated report which provides a clear and reliable basis for informed decision making.

✓ **Staff Perception Monitor**

You rely on your staff to ensure customer delight by 'doing the right things'.

But do your staff really understand their customers? How does their perception of the business compare to the reality? If your staff lack a clear understanding of their customers' expectations, they will consistently deliver a service that fails to meet those expectations.

This service - always enlightening - provides a quick and reliable snapshot of how your employees view your customer service company, and provides a solid, factual basis for the quality improvement process.

✓ **Staff Satisfaction Monitor**

You can't satisfy your customers if you don't have satisfied staff.

This service accurately measures the needs and priorities of your staff, and provides you with the clear and accurate information you need to manage employee satisfaction.

## Putting your research to work....

### √ Discovery Customer Focus Workshops

We know that information not put to practical use is wasted, so we have developed a number of workshop formats to enable your staff to examine problem areas, identify solutions, and make concrete suggestions as to how those solutions might be implemented.

Workshops are tailored to your specific needs, and are designed to generate a strong and ongoing commitment from your staff to ensuring that your customers enjoy a high level of service satisfaction.

## Benchmarking Services

Discovery has been used by more than 200 clients in a variety of sectors, including manufacturing, distribution, financial services, SMEs, and not-for-profit organisations.

As the established market leader in this specialised area, we are uniquely positioned to help you to understand your company's data by placing it in a wider context.

Without ever compromising client confidentiality, this service can be tailored to meet your specific needs, with options including formal benchmarking, peer-group comparison, cross-industry reports, and networking with 'quality champions' in related fields.

## We Practice What We Preach

We are obsessive about Customer Delight.

Like you, we know that we can only grow our business profitably by creating and keeping delighted customers, so we offer a simple guarantee :

Every service we provide will give you complete satisfaction or we will charge you nothing.

DISCOVERY®





SOME OF OUR CUSTOMERS

**"Figures are your history.  
Customers are your  
present and future."**

*-Philip Kotler*

Advantage Printers  
Aer Rianta Dublin  
ADT Allied  
Allied Foods Limited  
Armagh Business Centre  
Bective Air Cargo  
Ballygowan Water Cooler Division  
Bank of Ireland Factors  
Campbell Bewley Group  
Camfil  
Caplin Meehan  
Coyle & Coyle  
ECI JCB  
EFL International Distribution  
Esat Telecom  
Esat Digifone  
ETS Recruitment  
Dublin City Enterprise Board  
Federal Security Services  
Fitzgerald & Co  
Fingal County Enterprise Board  
Institute of Chartered Accountants  
Irish Distillers  
Irish Life Finance  
Irish Microfilm Systems  
Irish Tube & Fittings  
Kenny & Company  
Kersten Hunik  
LED Lighting & Electrical Distribution  
F P McCormack & Co  
Minchem  
Modern Alarms  
Multiprint Labels  
National Agrochemical Distributors  
National Truck Rental  
Neptune Freight  
D O'Sullivan & Co  
Pharmacia & Upjohn Ltd  
Readymix Plc  
Reconair Services Ltd  
SIPTU  
Software Vineyard/ MoneyMate  
South Dublin County Ent. Board  
Ventac & Co

“Don’t ever make the mistake of thinking of buildings, computers, consultants, or even employees as your company’s greatest assets.

Every company’s greatest assets are its customers, because without customers there is no company.

It’s as simple as that.”

*-Michael LeBouef*

~If you stick your  
head in the sand,  
one thing is for  
sure; you'll get  
your rear kicked.~

-Dr. Robert Anthony

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