

CERVED'S RECOGNITION OF UPSTANDING COMPANIES



Cerved hereby provides **BERARDI BULLONERIE** with its **CSA recognition** for demonstrating it is an **upstanding company** by **listening well to its customers**.

Why is it important to measure your customers' satisfaction?

- So that you can adopt strategies for **continual improvements** that will increase satisfaction levels.
- Because **'very satisfied' customers are 6 times more likely** than just 'satisfied' customers to be repeat buyers.
- Because satisfied customers **tell 5 people on average about their positive experience**, which is a valuable benefit given that it normally costs 3 times as much to acquire a new customer as it does to keep a current customer satisfied.

*In other words, monitoring customer satisfaction helps boost **customer retention** and **cross-selling**, while also helping you **prioritise plans to make improvements***

The seal of acknowledgement above may be used by BERARDI BULLONERIE in its communication initiatives and documentation.