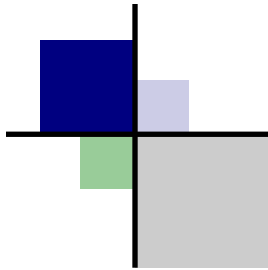


# Laura Rizzardini, Inc.

*Let us help you make your vision a reality.*



- Increase Profits
- Impress Customers
- Plan Promotions
- Develop Products and Services

For a free consultation,  
call 224/548-1499

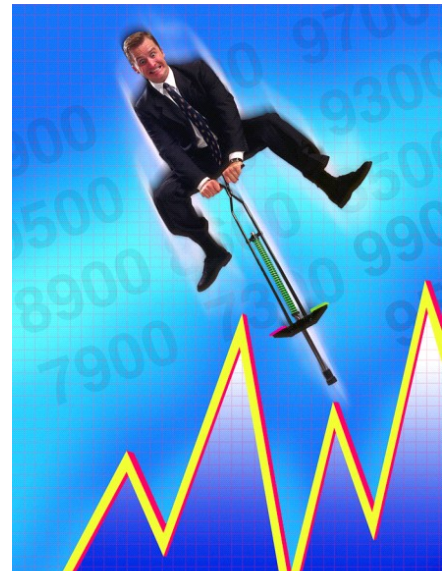
<http://www.lrizzardini.com>  
[larizzardini@lrizzardini.com](mailto:larizzardini@lrizzardini.com)

**Customized  
Research  
Designs**

## The Value of Customer Satisfaction Surveys

Whether you own a retail store, administer a social service agency, or provide legal counsel, the opinions of your customers or clients are vital to your existence. Their timely payment, smiling faces, and return visits assure your success.

Identifying reasons for these behaviors enables the refinement of your products and services and your offers of new ones. Acquainting yourself with your best customers, their families, friends, and neighbors will increase the number and quality of your customers and clients. Your advertising dollars can also be spent more productively. Survey research can comprehensively and accurately provide this information and more.



**Want your business or agency to operate more smoothly?**

Laura Rizzardini, M.A. owns and operates  
Laura Rizzardini, Inc.

## Why Should We Conduct Social Research?

Social research is an affordable way to quickly identify your successful programs, services, or products.

It can enable your organization or business to better determine the needs or wants of its clients and community.

You can then develop the best programs, services, and products to meet them. Of course, it's important to set



goals and objectives to measure their success.

A needs or marketing assessment can provide detailed information about your commu-

nity and its residents. This knowledge will permit you to offer programs, products, and services especially for them.

A cost/benefit analysis will identify the most efficient and economical way for you to develop programs, products, or services for your clients or customers.

Social research is crucial to your success.