

# Customer feedback with Rogator: Knowing how the market works

## Your benefits in **customer feedback** with Rogator:

- Individual panel conduct and data evaluation according to your wishes and goals
- Customized questionnaires
- Participant recruitment
- Survey preparation and implementation within the shortest time
- Full service for your survey project

## Sound results for your products and services

What goes on in the minds of your buyers?  
How can you win new customers?  
Which service is best received by your target group?

Thanks to online market research with Rogator, you can find out quickly and efficiently!

## Customer feedback with Rogator: Deep insights, easy understanding

For you as a profit-oriented company, insights into the minds of your customers and those who are to become customers are worth their weight in gold. Only those who meet the needs of and inspires their target group will be able to survive on the market in the long run - economically sound.

With Rogator you have an experienced partner at hand, who supports you with concentrated expertise and specially developed software in all market research questions.

Our software and consulting services are tailored exactly to your questions and requirements. For you, this means a concept perfectly tailored to the survey situation without hidden costs and with maximum utility value - you decide whether we accompany you along the entire process or only part of the way.

From the survey concept to the presentation of results, we offer you support on the following topics:

- Customer satisfaction
- Customer loyalty
- Own online panels
- Brand analysis
- Product and service quality
- Price sensitivity
- Purchasing behavior

We place a special focus on:

- Surveys according to scientific quality standards
- Easy-to-interpret presentation of results
- High security standards for data protection and data security





## Our service portfolio

### Three pillars of customer feedback

#### Customer feedback

- Customer satisfaction
- B2C customer surveys
- B2B customer surveys
- International customer surveys

#### Feedback processes

- Feedback automation
- Net Promoter Score®
- Customer Effort Score

#### Own online panels

- Panel structure
- Panel migration
- Panel administration
- Panel study support

### Rogator stands for ...

- ... Combined Competence: software solutions, methods and consulting from a single source.
- ... “more than you ask for!”: we exceed our customers' wishes.
- ... 20 years of experience: in all subjects of online surveys and all industries!
- ... Quality first: quality management and quality assurance are firmly anchored in processes.
- ... Data protection and security: FDPA, DIN ISO 27001 and GDPR form the basis of our activities.

