

HOW WELL DID WE MEET YOUR NEEDS?

Dear Client:

Occasionally we poll our clients regarding the quality of our services. Client selection is random. And because we mail to several clients simultaneously, answering can be anonymous if preferred. We do this because we recognize that our clients have a choice of suppliers, many of whom offer services of similar quality. What has always set us apart, and where our surveys come in, is our unusual ability to listen and adjust to our clients' needs, and by doing so provide the best value in the (city) area. To help keep us on our toes, we need to know how successful, or not, our recent work for you was. And we need to know if things went as you expected, or didn't. Of course, you can always tell us directly, face-to-face. But sometimes it takes a while before you know. Or you would prefer to report anonymously. Our surveys provide this opportunity.

So I would like to ask you to take a moment, check off the appropriate answers, then mail the survey back to me. A postpaid envelope is supplied—not only to make things easier, but also if you wish to keep your comments anonymous. (If anonymity is not a concern, feel free to provide your name along with any specific comments.)

Thank you again for working with us in the past. I hope we will have the opportunity to serve you again in the future. If I can be of any specific service, don't hesitate to call me directly.

Sincerely,

JoAnn Silva
Creative Director
VISIONQUEST Designs Group, LLC

CLIENT SATISFACTION SURVEY

1. How well have we presented all our capabilities and services to you?
 Very Moderately Not well Poorly

2. How important has our experience been in deciding to work with us?
 Very Moderately Little Not important

3. How important has our style/creativity been in deciding to work with us?
 Very Moderately Little Not important

4. How knowledgeable and professional have you found our staff?
 Very Moderately Not very Poor

5. How well have we helped you define the objectives of your project(s)?
 Very Moderately Not well Poorly

6. How well have we meet the objectives you set for what we've handled?
 Very Moderately Not well Poorly

7. How efficiently did we handle scheduling and production?
 Very Moderately Not well Poorly

8. How have you found the value (price/results) of our services?
 Very Average Acceptable Poor

9. Overall, how do we rate compared to your experience with similar firms?
 N/A High Acceptable Low

Any comments? _____

HOW WE WORK TOGETHER

Thank you for your consideration. We know that working with an organization such as ours for the first time often prompts a few questions. Sometimes more than a few concerns, too. How successful will we be in interpreting your needs? How can we do it most effectively? How can we do it most efficiently? How much will it cost?

OUR CHARGES

Like all service organizations our invoices are based on the time we invest in a project. Currently we bill our time at \$75 per hour, about 10% under what other firms of our quality and experience charge. Project costs range from a low of a couple thousand dollars up to tens of thousands, depending on our clients' needs and budgets. We always provide a detailed proposal and estimate for approval before starting. We adhere to our estimates unless project specifications change.

LAYING THE FOUNDATION

The first thing we do after being assigned a project is schedule information-gathering meetings between our creative team and your key staff. We are interested not only in scheduling, budget and job specifications, but also in your preferences, target audience, and objectives. And, of course, we will want to know all the user features and benefits of the product. Although this process is somewhat time-consuming (we don't like meetings any more than you do), it is also crucially important. It will help you sharpen your focus and objectives, and it will help us ensure that what we produce is not only creatively excellent, but strategically targeted.

DEVELOPING THE RIGHT IDEAS

Despite popular misconceptions, good creative work doesn't often come in a flash of inspiration; usually it comes from lots of trial and error. This is why we also need to take the time to consider several approaches (concepts), work them through, try them out. Then revise them. In addition, there are usually some practical and functional ends we need to tie up before submitting our ideas—sub-contractor availability, printing estimates, scheduling requirements, etc. All this, plus the need to schedule our workflow in a businesslike fashion, means that we normally ask for up to two weeks, depending on the job's complexity, before we submit our rough approaches (concepts) for your review. Of course, if you have a rush project or deadline pressure we adjust our workflow and timing accordingly.

It is our experience that it is best if we first present our rough concepts to your project manager and just one or two others. This ensures that we all stay focused on the problem and are not distracted by too many personal opinions. Our rough concepts consist of (describe what is normally shown). They are adequate to convey what we believe is the best approach to take, taking into consideration your budget, schedule, objectives, and preferences. On the other hand, they are not so well-developed as to have wasted time and effort if we need a course correction.

After presenting, we'll ask for comments. The more objective and specific you can be, the better we will be able to respond. Comments are our input for revising the rough concepts into a finished one. Revision normally takes us about a week, and we schedule a second presentation shortly thereafter. From the input at this second presentation meeting further minor refinements are made as necessary. We also finalize the production timetable, and the scheduling of additional services such as (photography) (illustration).

ENSURING YOUR SATISFACTION

We recommend the finished (layout) (copy) (illustration) be routed to the appropriate decision makers for fact and detail checking only, reserving stylistic and subjective decisions to your project manager. To avoid costly confusion, it is also important that all communication with us come from the project manager. During the course of the project we keep your project manager informed of our progress. Activities that will affect the schedule or budget are identified in writing. Our goal is to keep your project moving ahead quickly, smoothly, and cost-effectively; to make sure that we'll produce even better results than you hired us for.

Sincerely,

JoAnn Silva
Creative Director
VISIONQUEST Designs Group, LLC