



Whatever business you're in, knowing your customers' likes and dislikes is the one sure route to success. It is the most crucial business intelligence of all, yet many businesses never seek it out. They're either too busy to ask, or don't know how to. As a result they have no precise idea of what **really** matters to the customers who keep them in business

How much better could you be doing if you knew what really pleases your customers?

Now, LJVisitrac brings this essential customer information to your desktop. LJVisitrac, and your customers, do nearly all the work for you – all you need is your customers' email addresses.

### How it works

1. In association with you or a group of you, we will design the questionnaire to ensure that feedback matches your business requirements. Because our business is market research, all questions will be designed to ensure that the results received are accurate and reliable enough to be able to act upon.
2. We give you a unique web address which can be added to the tickets issued for your attraction, till receipts or invoices issued, or we can email customers from data collected at the time of booking and direct them to your unique online survey
3. Your customers go to the website, fill in the questionnaire and submit it, they'll receive a "thank you" email and you'll have market data which is immediately accessible online that is worth its weight in gold! Access is strictly controlled via unique login and password.

### Benefits for any business

Hotels, visitor attractions, retailers, service providers, agencies and membership organisations are but a few who can benefit from using LJVisitrac

- See immediately what you're doing well and where you're going wrong
- Tailor your offer to suit your customers' preferences
- Build a precise customer profile to guide your marketing effort
- Use satisfaction ratings and testimonials to sell to new customers
- **Benchmark** your performance and track the changes over time.

### Response Rate

With the LJVisitrac system we are able to gather an average response of 39% of the sample in our City Survey's (Chester, Edinburgh, Glasgow, Lincoln, London & Paris)

"As a membership organisation we need a good understanding of our members, their profile and their perceptions – and as a charity, we need this as cost-effectively as possible. LJVisitrac gave us both, with the added benefit of seeing instant results. We certainly recommend it.

Ian Gardener, Marketing Manager NTS