



## Press Release

### 7-Year Tracking Survey Tops 2-millionth Response

**Scottsdale, Arizona, February 14, 2012** – Six 9s today celebrates a client’s customer satisfaction tracking program by collecting over two-million customer responses during the program’s seven year run. The customer research program, part of the client’s customer relationship management initiative, assesses not only customer experiences at the stores but also what led them to the stores in the first place. The research also addresses online sales experiences. The client’s net customer delight index scores have continued to increase year over year helping drive business growth over the period.

In February there were actually just over 2,047,000 customer experience records in the research database. The run rate over the last 12-months has been approximately 30,000 customer survey responses a month with a weekly rate of just over 6,700. One of the key benefits of the program are daily eAlerts sent to point-of-sale managers that allow them to leverage great customer experiences with the staff as well as to resolve customer problems very responsively thus driving customer loyalty and repeat business.

#### About Six 9s Customer Research

Six 9s is a full-service, customer research firm that plans, designs, and conducts customer satisfaction, customer service, and customer requirements assessments and surveys as part of client’s Customer Relationship Management (CRM), Customer Loyalty, and Customer Satisfaction initiatives. The results help clients achieve success by delivering powerful and actionable information about their customers and markets. Founded in 2001, Six 9s is headquartered in Scottsdale, Arizona.

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