

FOR IMMEDIATE RELEASE

CONTACT:

Jo Wright

QBP Director of Marketing

Tel: 1-952-941-9391

Fax: 1-952-941-9799

[jwright@qbp.com](mailto:jwright@qbp.com)

## Are You Being Served?

New Online Survey from QBP Asks Customers the “Ultimate Question”

BLOOMINGTON, MN – June 20, 2007 – Talk might be cheap but it can cost a business plenty. That’s especially true in an industry where word-of-mouth buzz moves faster than a peloton cranking downhill. In an effort to better know the needs and perceptions of its customers, QBP has launched an online survey that allows bike dealers to provide feedback about the quality of its products and services. The easy-to-use customer satisfaction survey is available via the dealer portal at [www.qbp.com](http://www.qbp.com).

Taking a page from customer service behemoths like General Electric and American Express, QBP developed a survey that poses just two broad questions: Would you recommend QBP to a friend or colleague? What would you like to see our company improve? Respondents rate the company on a scale of zero to ten and are also invited to provide written comments.

“The method is simple but the results are powerful,” said Todd Cravens, director of sales and customer service. “This tool gives us deep insight into what our customers think of us and what they want to see change. It helps us continually realign our services and offerings to stay connected with their needs.”

QBP modeled its survey on the Net Promoter Score (NPS), a tool that measures customer loyalty by calculating the difference between promoters—those that recommend a company to their colleagues and friends—and detractors—dissatisfied customers that are unhappy and tell everyone they know. According to Fred Reichheld, author of *The Ultimate Question*, high scores in the first category are directly linked to growing and sustainable revenues. Bottom line: when customers are happy, business is good. But perhaps the greatest value of the NPS is that it reveals areas in need of improvement.

“The critical feedback we get from our survey is invaluable,” said Steve Flagg, president of QBP. “Those critiques become agents of change and improvement. They also give us the opportunity to reach out to unhappy customers and perform heroic recoveries. Not only is that good on a case-by-case basis, but the lessons learned can be applied across the entire operation.”

### About QBP

Based in Bloomington, MN, QBP is a leading distributor to the cycling industry. QBP offers domestic and international retailers a wide array of products and services including a 1,500-page catalog, a robust online ordering system, a renowned custom wheel service, a specialty bike-building program and more. QBP continues to be a vigorous advocate for the cycling industry. For more information, please contact Jo Wright, director of marketing at 952 -941-9391, or visit: [www.QBP.com](http://www.QBP.com).