

Custom Direct Improves Customer Satisfaction



Released on: April 17, 2008, 6:45 am

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Industry: [Small Business](#)

Press Release Summary: Results from Custom Direct's annual survey show significant improvement in all areas of customer satisfaction.



Press Release Body: As **Custom Direct** continues to grow, they further expand their focus on customer satisfaction. That focus includes annual customer surveys to gauge perceptions of service, price, and overall experience purchasing from **Custom Direct**.

Custom Direct recently compiled results from its first quarter 2008 survey distributed to 20,000 customers. Twenty percent responded to the survey and results showed that the company meets or exceeds customer expectations in all areas polled.

The evaluation indicated that **Custom Direct** improved in eight out of nine areas since the company's last survey in 2007. The nine areas included ordering convenience, customer service, price, quality, delivery, packaging, future purchase, recommendations, and their overall experience.

Custom Direct used the **American Customer Satisfaction Index (ACSI)** as the benchmark to evaluate their performance. Their overall score of 3.91 out of 5.00 is comparable to an **ACSI** score of 78.1 out of a possible 100. The **2008 ACSI** average score was 74.9.

Custom Direct showed the best improvement in the delivery timeframe dimension. This change is due to partnerships with UPS. They also saw a significant growth in future purchases, indicating the customer will most likely purchase from **Custom Direct** again.

*"We are extremely happy with the improvement in customer satisfaction over the past year," said **John Browning, President of Custom Direct**. "As always, there is still plenty of room for improvement. We will continue to strive to provide the best customer experience possible."*

More about Custom Direct:
A thriving manufacturer of custom-printed products and provider of direct marketing services, **Custom Direct** provides quality and convenience to small businesses and consumers throughout the United States.

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