

ADROIT SNAPSOLUTIONS SERVICE PACKAGE

Customer Satisfaction Snap Survey (CX Snap Survey)

A short, standardized, and multi-channel survey designed for diverse industries including retail, e-commerce, fintech, telecom, logistics, hospitality, healthcare, education, and FMCG sectors—providing actionable insights on customer satisfaction, loyalty, and service quality to boost retention and growth.

What You Gain

- Identify at-risk customers and prevent churn
- Detect inefficiencies in sales and service processes
- Gain insights to enhance customer experience
- Understand satisfaction trends and loyalty drivers
- Benchmark CX performance against competitors
- Generate high-quality datasets for analytics
- Strengthen investor confidence through credible insights

Service Category	Monitoring, Evaluation, and Learning (MEL)
Delivery Format	Multi-Modal (Web-Link, SMS, Email, CATI, In-App)
Ideal Use Cases	<ul style="list-style-type: none"> • Customer satisfaction tracking for product or service evaluation • Brand perception and loyalty analysis in competitive markets • Feedback on service delivery quality and customer support • Post-launch customer satisfaction assessment • Benchmarking customer experience over time to monitor growth
Scope of Work	<ul style="list-style-type: none"> • Design customized survey tools for each business sector • Digitally program surveys with skip logic and smart validation • Train enumerators in professional customer engagement • Deploy online or field surveys for real-time feedback • Validate and clean data to ensure accuracy and reliability • Analyze results using satisfaction scoring, segmentation, and predictive models • Deliver reports with actionable recommendations and insights • Optional: create interactive dashboards for management tracking

Tools Used	<ul style="list-style-type: none"> • KoBo Toolbox • SurveyCTO • Google Forms • SPSS • STATA • Microsoft Excel • Power BI • Tableau
Delivery Process	<ol style="list-style-type: none"> 1. Collaborative survey design and pilot testing 2. Enumerator training for professional engagement 3. Field or online deployment with live monitoring 4. Multi-stage data validation for accuracy 5. Advanced analysis (trends, segmentation, predictive modeling) 6. Reporting and presentation of key findings 7. Support for action planning and business strategy
Deliverables	<ul style="list-style-type: none"> • Cleaned, documented datasets (SPSS / STATA / Excel) • Comprehensive satisfaction report (30-40 pages) • Executive summary slides for stakeholders • Interactive dashboards for real-time monitoring • Translated questionnaires and summaries upon request
Add-On Services	<ul style="list-style-type: none"> • Multi-language support (Dari, Pashto, English) • Custom data visualization dashboards (Power BI / Tableau) • Remote validation and feedback sessions • Post-survey workshops for retention and growth
Sample Size	Sample Size: 100-10,000 customers
Duration	2-8 weeks (depending on sample and complexity)
Staff Time	Interview time per respondent: 15-30 minutes
Geographic Coverage	
Pricing Structure (Individual)	Small Businesses: from USD 1,200 (minimum 100 surveys)
Pricing Structure (Organization)	Medium to Large Enterprises: from USD 1,500 (tiered by volume and complexity)
Pricing Logic	Tiered by sample size, survey complexity, analysis depth, and branding needs

Team Composition	<ul style="list-style-type: none"> • MEL Specialists with private-sector experience • Customer Engagement Enumerators • Data Analysts • Visualization Experts
Key Considerations	<ul style="list-style-type: none"> • Reflects private-sector realities and customer expectations • Digital-first approach for reach, speed, and efficiency • Flexible for retail, services, and manufacturing sectors • Short and engaging design maximizes response rates • Strict confidentiality of customer data • Findings inform strategy, retention, and performance
Lead Consultant Profile	Led by a Customer Experience Research Specialist with a background in market research and commercial analytics. Expert in translating feedback into strategic initiatives, product improvement roadmaps, and retention strategies for the Afghan and regional markets.

Past Experience

FAO TPM Project	<p>Synthesized datasets from multiple provinces into 80+ polished reports for donor submission, including visuals, disaggregated summaries, and annex-ready output.</p> <p>Learn More</p>
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