



CHANNEL
MARKETING GROUP

Uncover:

For Distributors



What Makes You Stand Out?

Your customers already know what sets you apart. Do you? Uncover the exact reasons why your customers choose you - with insights directly from them.



Hear It Directly from Your Customers

Our proprietary "Uncover" process delivers measurable insight. We calculate your Customer Satisfaction Index (CSI) using a proven methodology originally developed for the automotive industry. The result: a clear view of what your customers value most—and how you stack up against industry benchmarks.



Evaluate What Matters Most

Uncover how your business performs where it counts most:

- Customer Service Excellence
- Timely Delivery Performance
- Knowledgeable Sales Support
- Business Philosophy & Values
- Technical & Reliability Services
- Executive Accessibility
- Ordering Systems & Support Processes

Add your own questions to tailor the survey to your



Turn Insight Into Impact

Use customer feedback to:

- **Drive strategic growth**
- Strengthen customer retention
- Optimize operations
- Align teams with what your

This isn't guesswork. It's actionable intelligence.

Ready to Discover What Sets You Apart?



READY TO UNCOVER YOUR DIFFERENCE?

CONTACT CMG AT 919.488.8635 FOR MORE INFORMATION