



## Success Stories...

### DataBay Resources Scores High on Annual Customer Satisfaction Survey

#### *The Challenge*

DataBay Resources faced many challenges in 2007. DataBay's parent company, Amerinet, had recently announced its intent to merge three existing divisions to build a stronger group purchasing organization that would be better positioned to compete with other GPOs in the healthcare industry. During this year of uncertainty, DataBay staff members did not know what their status would be within the newly merged company, and therefore were in danger of losing focus. Faced with a number of potential changes, it was difficult to market products to new clients while continuing to seamlessly provide services and support to current customers. In addition, DataBay's open positions were placed on hold, requiring staff members to step up and take on additional responsibilities.

One vacancy was for an Application Support Associate, a position which is heavily involved in providing assistance to customers working with DataBay's software products. Adding to these challenges was the fact that the incumbent Application Support Associate had been in the position for less than 18 months, and DataBay had developed a number of upgrades and new software products during this brief time.

#### *The Solution*

DataBay staff needed to know how they were being perceived by clients while these changes were unfolding. It was with some apprehension that DataBay conducted its annual Customer Satisfaction Survey. DataBay asked many tough questions to determine not only what customers liked about the products, training and customer support, but also what they disliked. Of great concern for DataBay was the potential that respondents would reply that they were neither satisfied nor dissatisfied with the new direction DataBay was taking, and that apathy would be more difficult to overcome than a negative response.

*"The Support Team goes out of their way to support the user."*

### ***The Outcome***

When the responses were compiled, DataBay was pleased to document that customers were very satisfied with DataBay's direction for the future. In addition, scores increased across the board from the prior year's survey. Some highlights include:

- The number of Very Satisfied/Satisfied responses in 2007 for overall satisfaction increased by approximately 10 percent over 2006.
- A majority of respondents felt they receive value for what they pay in license fees, and this number increased by more than 10 percent over the 2006 survey.
- There was a 100 percent satisfaction rate among all users of DataBay's Navigate-MD software (used for physician supply and demand analysis) who responded to the survey, and the number of respondents doubled from the 2006 survey.
- There were no Dissatisfied responses among NavigateNet users.
- Overall satisfaction with the Application Support Team was greater than 90 percent, despite the fact that the number of associates was reduced by half during this time.
- DataBay Resources received very high scores on the quality of training provided and User Forums conducted.
- Responses of "Neither" decreased from both the 2005 and 2006 surveys. And, these decreases translated to increases of Very Satisfied/Satisfied responses.

In addition, DataBay clients were asked to provide any comments regarding their experience with Application Support in an open-ended question. Comments included:

*"Your support people are very agreeable,  
and they work with me until I get my problem resolved."*

*"The Support Team goes out of their way to support the user."*

*"Superb staff, personable, knowledgeable  
and patient with clients who do not read the directions."*

DataBay Resources was encouraged to find that, despite the many challenges they had faced, their customers were still very satisfied with the products and level of services being provided. DataBay's continuity of success and high level of customer satisfaction are significant reasons why it continues to hold valued status within Amerinet.

### ***Contact***

For more information about DataBay Resources, visit our web site at [www.databayresources.com](http://www.databayresources.com), call 800-974-2627, or e-mail [applicationsupport@databayresources.com](mailto:applicationsupport@databayresources.com).