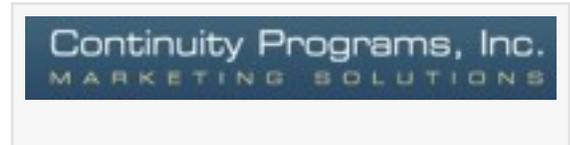


Continuity Programs Adds Online Surveys for Real Estate Industry

Marketing strategy enhancements improve customer loyalty and increase customer satisfaction survey response times.



WALLED LAKE, MI, USA, October 22, 2014

/EINPresswire.com/ -- As a leader in customer relationship marketing and client retention strategies, [Continuity Programs](#) has added an online customer satisfaction survey to its Connections™ Program. Specially designed for real estate professionals, personalized online surveys are sent out by Continuity Programs on behalf of agents and companies to provide helpful feedback and testimonials in real-time.

"The Connections Program has included a paper format of the survey for quite some time, but now we have added an email linking to the online survey on a personalized web page," said Kirk King, president of Continuity Programs. "Combined, the two survey formats garner a 25 to 40 percent response rate. When agents mention to their clients that the survey will be coming, the response rate is even higher."

Continuity Programs created this real-time approach to help real estate industry professionals improve customer service, generate referrals and testimonials, and enhance client retention rates. Connections [customer satisfaction surveys](#) play a key role in gathering feedback from those who have recently hired a real estate team.

"The new automated version of the client survey results is helpful," said Bill Wells, a Realtor with Coldwell Banker in San Antonio, Texas, who uses the Connections Program as part of his customer retention marketing efforts. "The new system gets the valuable input to us much sooner, and that's important so that we can quickly make adjustments as necessary, or thank them when they give me a good review."

An online customer satisfaction survey is currently in beta testing for mortgage companies, and plans are underway to develop same for contractors and banks as well.

About Continuity Programs: Continuity Programs (<http://www.continuityprograms.com/>) is a customer relationship marketing firm based in Michigan. It provides a variety of customizable turn-key systems, including personalized direct mail and e-mail campaigns, customer satisfaction surveys and intelligent database marketing. Continuity Programs works with clients to [increase](#)

[customer retention](#), systematically cross-sell, and generate leads and referrals. Its clients come from a wide array of industries, including banking, mortgage, insurance, heating and cooling, home performance, real estate, legal, financial planning, moving, automotive and child care.

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