

Welcome to Mercury!

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Welcome to the AIPC / Ipsos Client Satisfaction Survey Program!

For a number of years now one of the most often-mentioned areas that could benefit from a greater degree of rigor and consistency has been that of the customer satisfaction surveys carried out one way or another by most venues. There has never been any particular standard for these, or the kind of approach that would enable comparability amongst centres looking to use their survey results for service or process improvement.

AIPC has been collaborating with global market research company Ipsos on the creation of a highly professional and analytical version of the customer service surveys now in use.

The program has is available to all AIPC members and delivers the following key benefits:

- ✓ Benchmarking - Understand the relative performance of your centre relative to the competition
- ✓ Identify areas where you are systematically underperforming
- ✓ Use the automated system to minimize the amount of time you spend tracking your performance, allowing you to optimize your time to improve the customer experience
- ✓ Hot Alerts - Keep track of your performance, correcting problems as they occur
- ✓ Keep events coming back to your center by focusing your teams on excellent customer experience

➤ Performance Overview

Customer Loyalty Index

Event Touchpoints

Open Ended Comments

Switch between the Client Satisfaction and APEX Award report. Note: APEX Award online results will only be available to members AFTER the winner is announced in July 2018.

Save/print reports in excel/PDF/JPG format





AIPC 2018 APEX Award
Overall APEX Score

APEX Aware results will be available to final award entrants online after the winner is announced in July 2018.

**Your APEX Score:
69%**

As high as **72%**

Benchmark **49%**

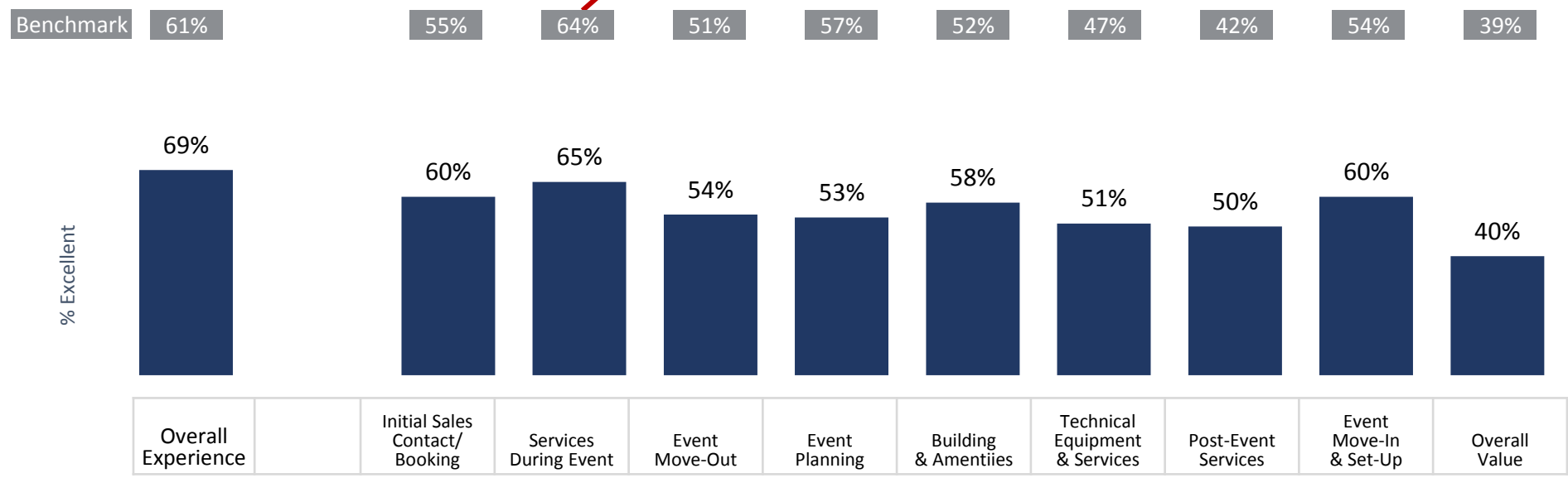
As low as **33%**



2018 APEX Award Performance Overview - Overall Touchpoints



Results will be compared against the average score of all other APEX Award entrants.



Filters

Survey Management



Upload Listings

No	Event Date	Event Name	Company Name	Prefix	First Name	Last Name	Language	Email	Event Type	Event Size	Region	Organisation Type	Sent Date	Survey Status
1	Jan 13, 2017	Event 1	Name 1	Mr.	John	Smith	English	email@email.com	Congress	500	International	Association	Jan 30, 2018	Completed
2	Feb 13, 2017	Event 2	Name 2	Mr.	Paul	Johnson	French	email@domain.org	Convention	1500	International	Association	Jan 15, 2018	Started
3	Feb 15, 2017	Event 3	Name 3	Mrs.	Amy	Weber	German	email@domain.net	Meeting	30	Local	PCO	Undeliverable	-

Users can edit contact and track survey status throughout the surveying period.