

Charles River Labs Test Animals: Service

Objective Determine Charles River Labs' image in customer service

Data Source Telephone Surveys

Question *"What is Charles River Labs' greatest weakness?"*

ThoughtSCAN[®]

VERBATIMS

delivery/ed

healthy/unhealthy

air/airline

ThoughtScan Frequency

132

137

125

ThoughtTalk

*"Stress of test animals in **airplanes** is a problem."*

*"Their **delivery**. We need a direct shipment of the animals."*

*"Problems when **delivery** by **airline**. **Unhealthy** animals."*

Results

Air delivery was dropped to avoid stress to animals.

Negative ratings declined significantly within 12 months.

www.wallacewashburn.com