

Case study

Putting market research to work: *Customer Satisfaction*

Organisation:

Radio communications provider

Situation:

Radio communications is a **competitive business-to-business market** with a relatively low volume of high value customers where service expectations are high and product differentiation limited. Our client is under increasing pressure from competitors and needing to optimise customer satisfaction with products supplied and service received

Challenge:

To **understand drivers of customer satisfaction** in the radio communications market and to benchmark performance of client's organisation and competition against these drivers of satisfaction. Additionally to understand changing product and service expectations to ensure on-going customer retention. And all within a very tight budget and short timeline...

Solution:

A modest programme of **'executive' telephone depth interviews with key decision-makers** in customer organisations. Respondents sampled across key sectors by product application and value segmentation to gain insight into variance in needs and satisfaction by segment

Outcome:

A benchmark was established against which to **measure client and competitor performance** over-time against key satisfaction drivers - with immediate opportunities identified to enhance both product and service. Key trends in technology change and take-up were understood in greater depth too

Consequence:

The client is developing products to capitalise on technology changes and able to **monitor impact of product and service enhancements on customer satisfaction levels**

Project at a glance:

What?	Why?	Who?	How?	How many?	How much?
Qualitative research <input checked="" type="checkbox"/>	Customer satisfaction <input checked="" type="checkbox"/>	Customers <input checked="" type="checkbox"/>	Desk research <input checked="" type="checkbox"/>	1-20 respondents <input type="checkbox"/>	£0-£5,000 <input checked="" type="checkbox"/>
Quantitative research <input type="checkbox"/>	Market monitoring <input checked="" type="checkbox"/>	Non-customers <input checked="" type="checkbox"/>	Focus groups <input type="checkbox"/>	20-50 respondents <input type="checkbox"/>	£5,000 - £10,000 <input type="checkbox"/>
Marketing consultancy <input type="checkbox"/>	Product development <input checked="" type="checkbox"/>	Employees <input checked="" type="checkbox"/>	Telephone interviews <input checked="" type="checkbox"/>	50-100 respondents <input type="checkbox"/>	£10,000 - £15,000 <input type="checkbox"/>
	Brand development <input type="checkbox"/>	Stakeholders <input type="checkbox"/>	Face-to-face interviews <input type="checkbox"/>	100-500 respondents <input type="checkbox"/>	£15,000 - £20,000 <input type="checkbox"/>
	Creative development <input type="checkbox"/>	Suppliers/partners <input type="checkbox"/>	Online self-completion <input type="checkbox"/>	500-1000 respondents <input type="checkbox"/>	£20,000 - £25,000 <input type="checkbox"/>
		Distributors <input type="checkbox"/>	Panel <input type="checkbox"/>	1000+ respondents <input type="checkbox"/>	£25,000+ <input type="checkbox"/>

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