

Case Study – Customer Satisfaction Analysis & Implementing Measures for a Temporary Staffing Firm

CHALLENGE

With our long-standing experience as a market research and consulting company, we at Interconnection understand how important periodic customer satisfaction analyses are for the ongoing success of a company. Measuring customer satisfaction should have only one goal: to raise the profitability of a company through higher customer satisfaction, new ideas, and therefore greater loyalty. Sustainable growth is based on enthusiastic customers acting as brand ambassadors.

Interconnection was therefore commissioned by a leading temporary staffing firm to grasp the current challenge (greater customer attrition, low customer loyalty, few repeat customers, high level of complaints, etc.) in objective, concrete numbers. We sought to identify the performance factors important for our client's customers and to develop concepts to increase the satisfaction of their customers. One of the overarching goals was to bolster customer loyalty over the long term and to create an instrument to periodically monitor customer satisfaction. At the outset of our study, the company had no objective or reliable instruments for measuring customer satisfaction.

METHODOLOGY

Through a mix of electronic surveys, quantitative telephone interviews, and expert consultations, Interconnection collected data on customer satisfaction as well as on the factors for satisfaction as seen from the customer's viewpoint. In addition to the classic Net Promoter Score (NPS), a wide array of performance factors, adapted for various customer groups, were reviewed and analyzed. To identify problems, qualitative interviews were also held with former customers in order to learn the exact reasons for their changing companies. In addition, our client's existing customer portfolio was analyzed in order to identify those customer groups likely to stop working with our client. To get a reference value, we conducted a survey of customer satisfaction with the competition to reveal how high satisfaction is in general in the staffing services industry. In this way, we sought to identify aspects important for our client's customers that would otherwise not be apparent when examining the client's customers only.

RESULTS & NEXT STEPS

The customer satisfaction analysis was clearly able to identify room for improvement. Specific recommendations were therefore developed in a workshop together with our client. In a further step, our consultants, in collaboration with our client, optimized the processes and workflow of individual departments, while, with the aid of our in-house trainers, employees practiced new behavioral patterns in the areas of "customer service" and sales.

A second evaluation, six months after the conclusion of our project, was able to register appreciable improvements across all important categories. In addition, customer loyalty also clearly improved, thereby ensuring growth for our client over the long term due to repeat business. A periodic evaluation of customer satisfaction for various performance factors also guarantees that, in the future, problems will be identified in time.

WHY INTERCONNECTION

- Long-standing experience in customer satisfaction enhancement in the B2B and B2C sectors
- Methodological and branch expertise
- In-house consultants and trainers who implement measures quickly and achieve lasting improvements

We are always glad to answer
any questions you may have!

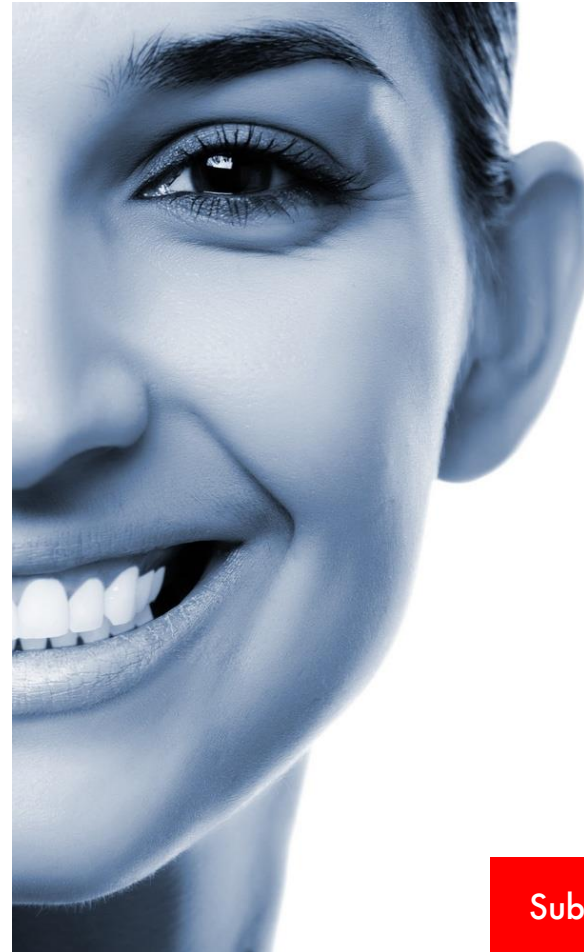
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