IC
Interconnection
Consulting

GET TO KNOW THE CUSTOMER

IC Customer Satisfaction Analysis

Measuring Satisfaction to Boost Earnings

4. Profitability

Increase returns with satisfied customers, new ideas, and growth via referral marketing.

3. Expand

Implement results

Feedback loop

Integrate customers

2. Improve

Implement results

Feedback loop

Integrate customers

1. Measure

Measuring correctly

Clear statements

Goal oriented
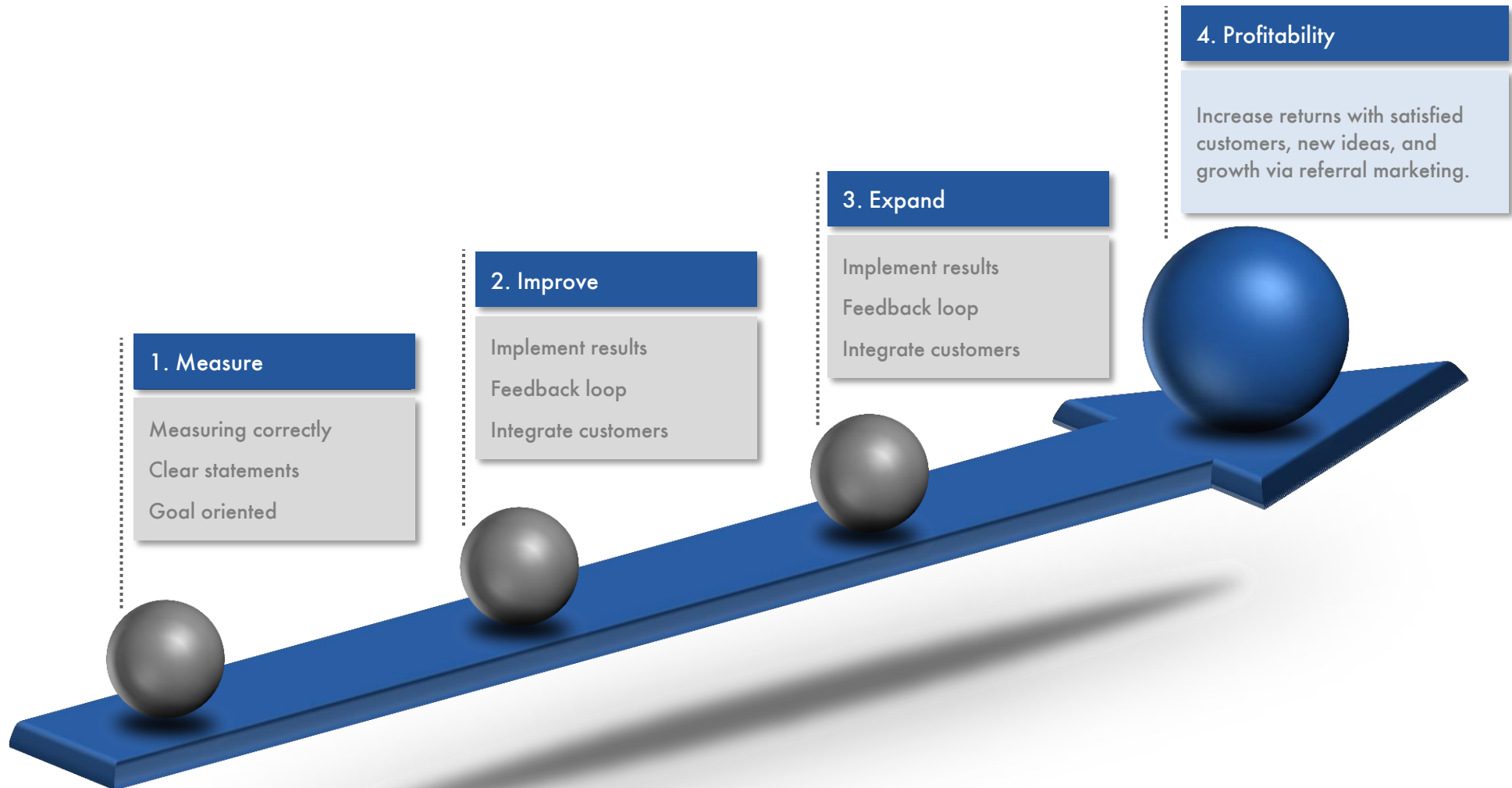
Targeted Analysis of Customer Satisfaction to Drive Profits

Starting Point

- Satisfied customers are not enough. To get a competitive edge, you need enthusiasm, and you need to optimize the areas that are especially important to customers.

- Without intelligent customer surveys, a company does not know how to best make use of limited resources. Too much money is often invested in unimportant details.

- Customer demands are changing. Yesterday's attraction is today's new normal. Sound analysis can tell you where to invest for tomorrow.

Goal

- You recognize the areas you are better or worse positioned in than your competition.

- You see the process from the customer's viewpoint and can optimize points of intersection.

- You recognize which customer groups you might be losing and which ones that are recommending your company.

- You have guidelines for the efficient use of investments to optimize customer relationships.

What distinguishes a good IC customer satisfaction analysis?

Comparisons with the competition	That's the only way to know how good is "good enough" and where your strengths and weaknesses lie.
Statements about individual customer segments	Not all customers have the same demands. We provide you with segmenting recommendations.
Clear yet comprehensive surveys	The bait has to taste good to the fish, not to the fisher.
Data analysis instead of data descriptions	We get more out of your numbers: interdependencies, customer typologies, importance/satisfaction matrix, etc.
Diagrams, interpretations, & tips for taking action	No endless columns of numbers or data dumps
Indirect questions	We skirt socially desired answers.
Flexible surveys	Access varies according to customer group – especially in B2B.
Customer loyalty index	We detect which customers you might be losing before it's too late.
Responding to the critique of lost customers	By means of timely qualitative surveys with ex-customers.
Analysis and implementation from one source	Our analysts develop measures with you based on results and help you to implement them.

Three Levels of Our Customer Satisfaction Analyses

Premium

Medium

Economy

Qualitative preliminary study

Methodology: Focus groups / in-depth interviews

Customer satisfaction monitoring

Survey contents: NPS, strengths/weaknesses, customer group analysis…

Survey method: telephone / online

Survey interval: once / periodic monitoring (twice a year/per quarter)

Classic customer satisfaction analysis

Survey contents: NPS, strengths/weaknesses, customer group analysis…
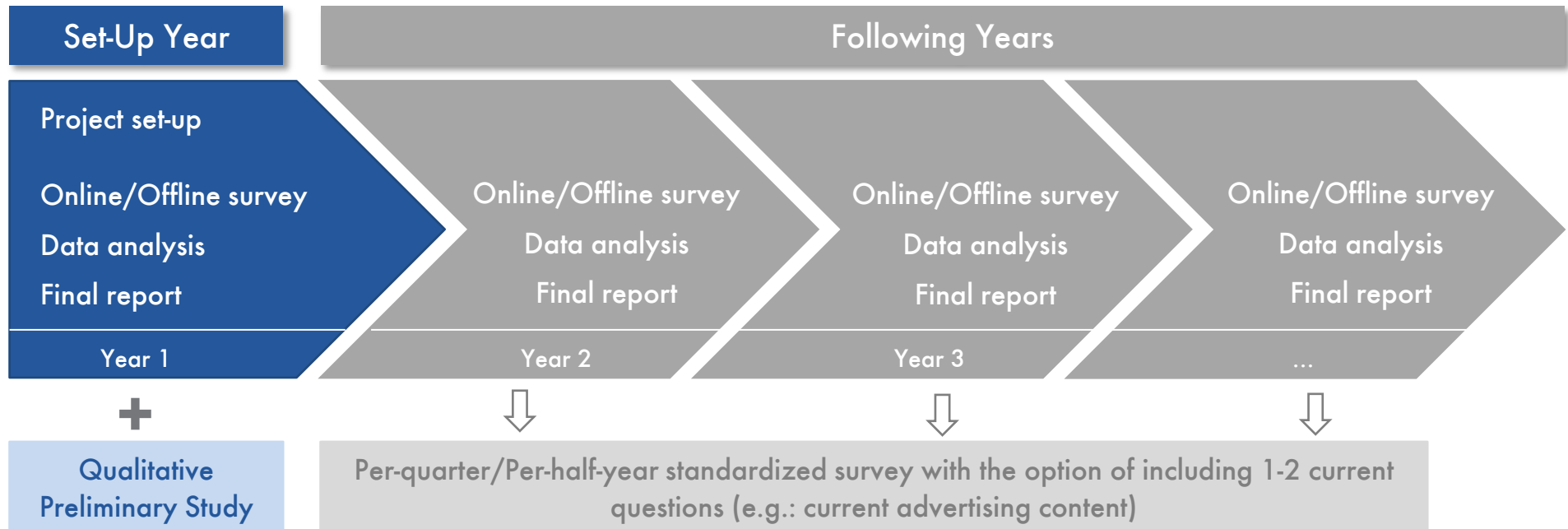
Survey method: telephone

Survey interval: once

Measuring the Net Promoter Score

Survey method: telephone

Survey interval: once

Customer Satisfaction Monitoring

Set-Up Year	Following Years		
Project set-up **Online/Offline survey** **Data analysis** **Final report** Year 1	Online/Offline survey Data analysis Final report Year 2	Online/Offline survey Data analysis Final report Year 3	Online/Offline survey Data analysis Final report ...

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Qualitative Preliminary Study

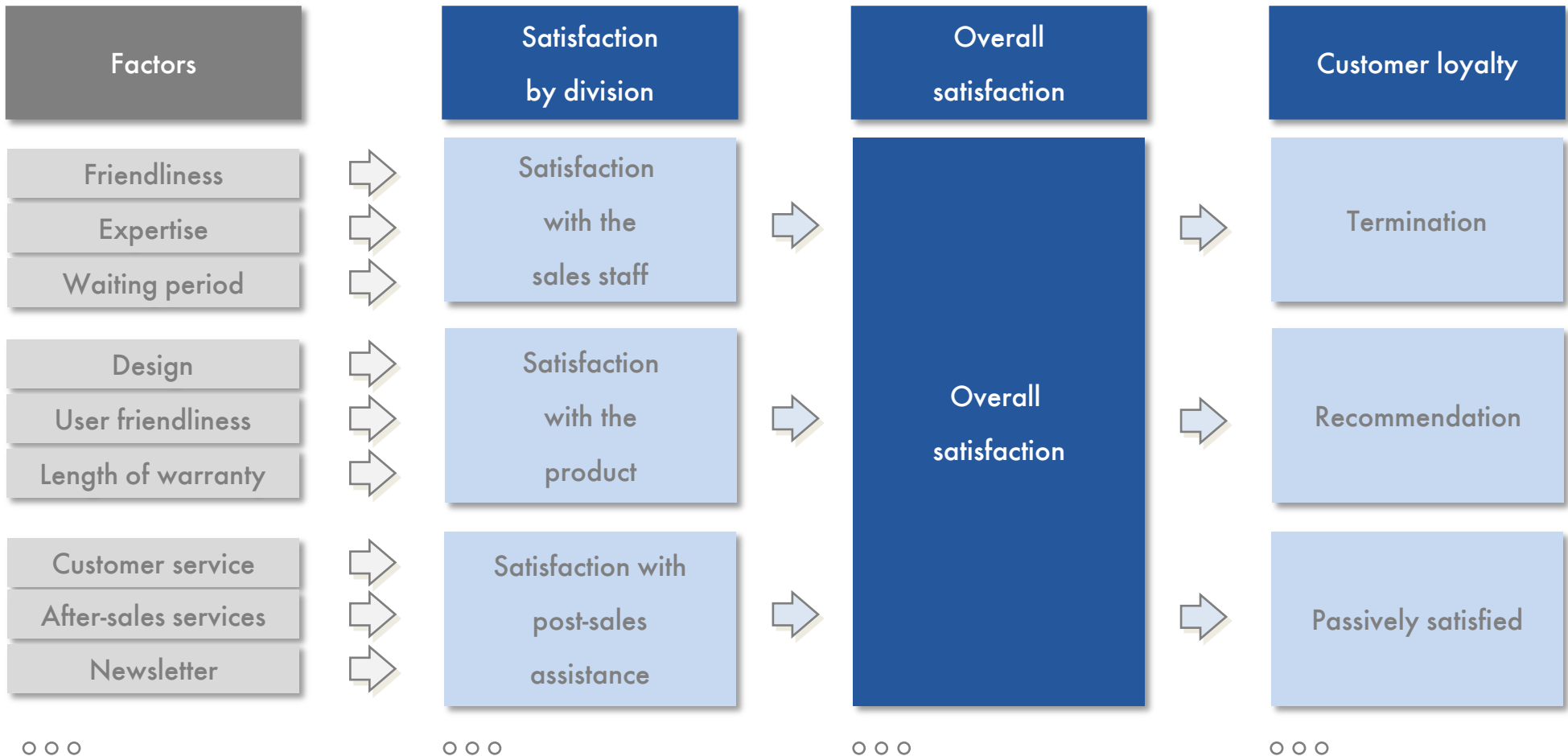Per-quarter/Per-half-year standardized survey with the option of including 1-2 current questions (e.g.: current advertising content)

Your Advantages

- Lets you take into account customer satisfaction as a strategic target value and instrument of control

- Ongoing measurement of customer satisfaction based on a unified methodology

- One-time project set-up provides results at regular intervals

- Etc.

We measure precise factors, not diffuse qualities

Factors	Satisfaction by division	Overall satisfaction	Customer loyalty
Friendliness			
Expertise	Satisfaction with the sales staff		Termination
Waiting period			
Design			
User friendliness	Satisfaction with the product	Overall satisfaction	Recommendation
Length of warranty			
Customer service			
After-sales services	Satisfaction with post-sales assistance		Passively satisfied
Newsletter			

o o o   o o o   o o o   o o o

Up to 80 factors

Net Promoter Score – The Ultimate Question

- The Net Promotor Score (NPS) is a number that indirectly measures customer satisfaction and directly measure the willingness to give a recommendation

- In addition, the NPS concept has a strategic component – Company decisions should lead to a long-term increase in the NPS, making customer satisfaction a strategic target value for the company

- The NPS can also serve as a benchmark to gauge the status quo compared to other companies
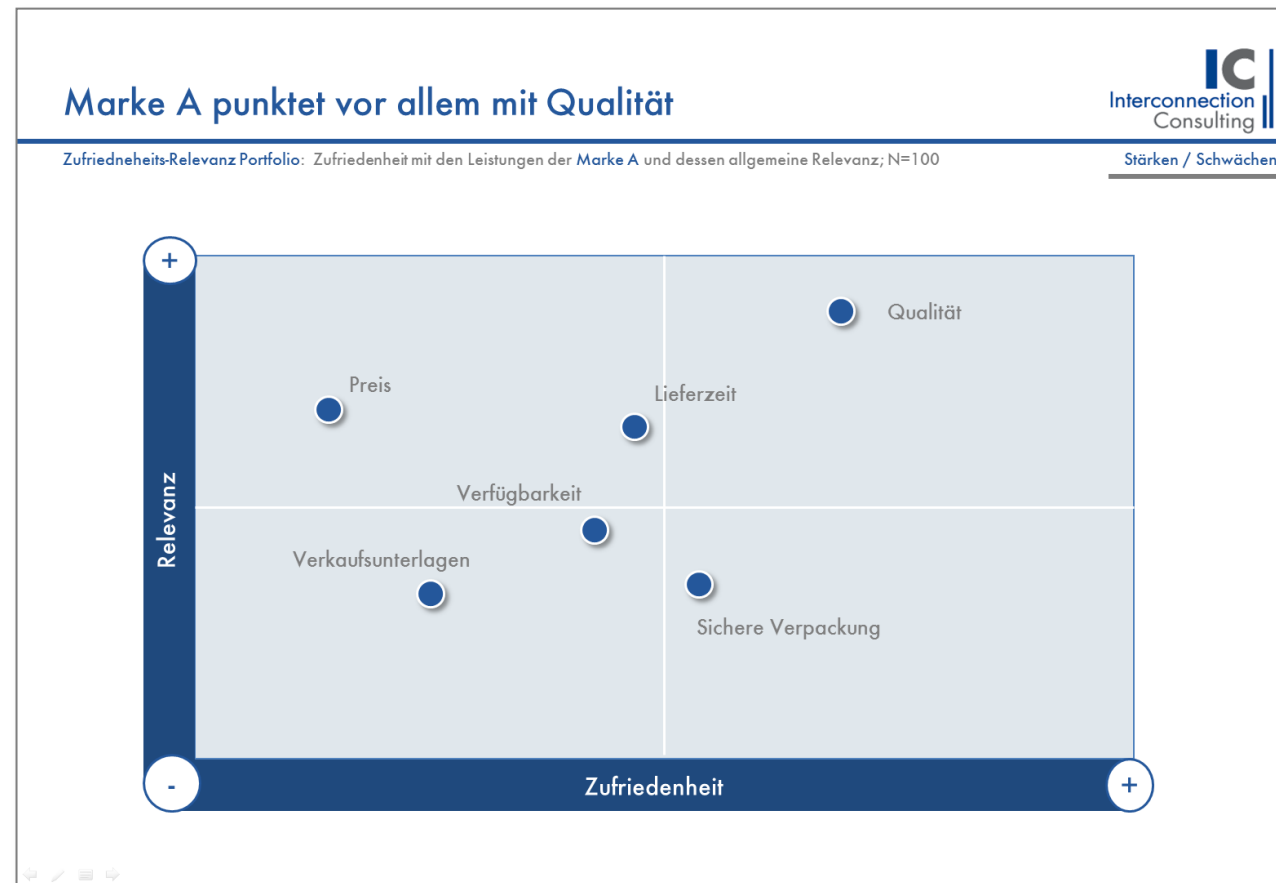
- We can help you to implement the Net Promoter Score

"How likely is it that you will recommend this company to a friend or colleague?"

Unlikely   *Very likely*

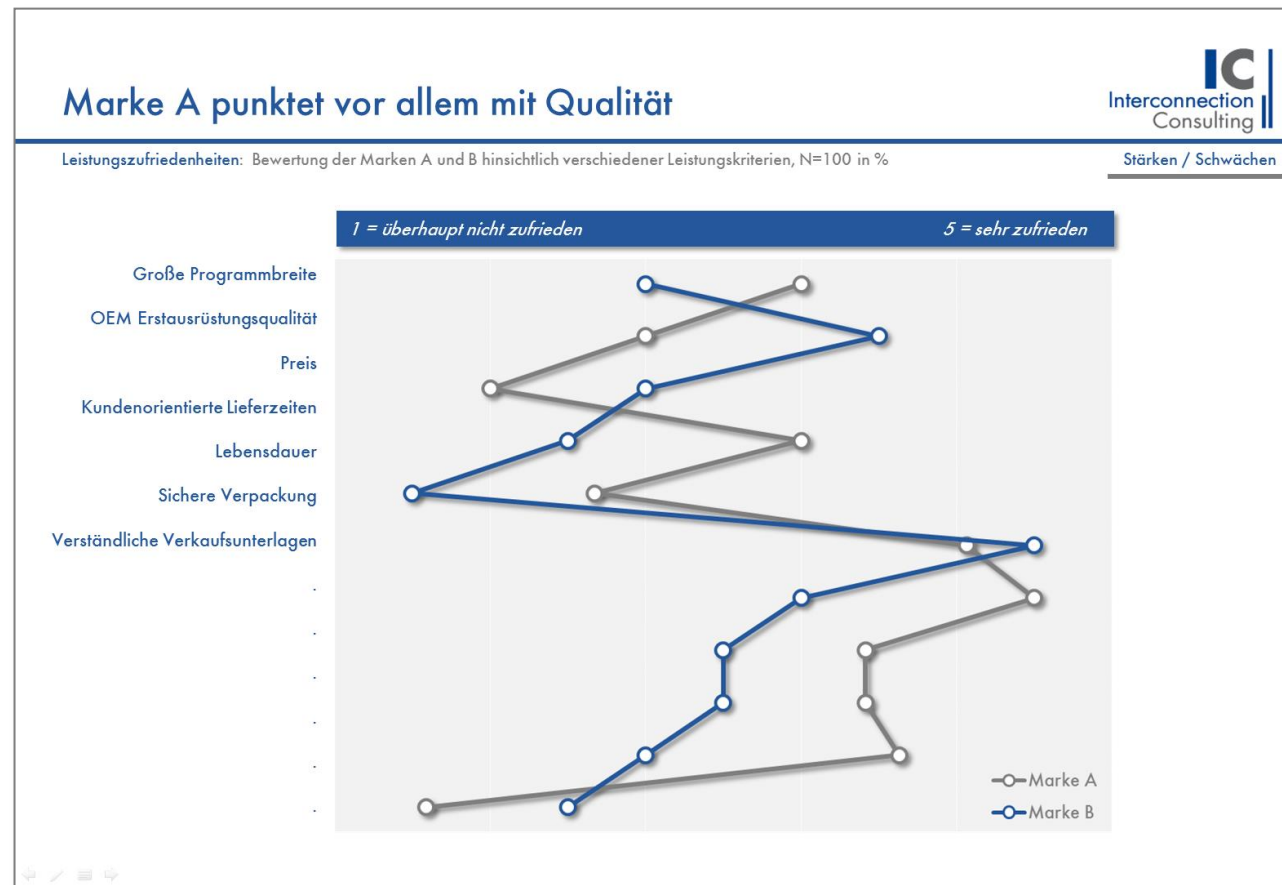| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

| Critics | Passive | Promoters |

Strategic Analysis of Your Strengths and Weaknesses

▪ We not only analyze in what areas your customers are satisfied with your performance, we also collect data on how important such performance criteria are from their perspective.

▪ *This chart contains*

fictive numbers

Marke A punktet vor allem mit Qualität

Zufriedneheits-Relevanz Portfolio: Zufriedenheit mit den Leistungen der **Marke A** und dessen allgemeine Relevanz; N=100   Stärken / Schwächen

Comparison with the Competition…

- Evaluation of satisfaction per company division by means of numerous performance characteristics, and a comparison with the competition to reveal your true strengths and weaknesses in the business.

- *This charts contains fictive numbers.*

Marke A punktet vor allem mit Qualität

Leistungszufriedenheiten: Bewertung der Marken A und B hinsichtlich verschiedener Leistungskriterien, N=100 in %   Stärken / Schwächen

1 = überhaupt nicht zufrieden   5 = sehr zufrieden

- Große Programmbreite
- OEM Erstausrüstungsqualität
- Preis
- Kundenorientierte Lieferzeiten
- Lebensdauer
- Sichere Verpackung
- Verständliche Verkaufsunterlagen

Marke A
Marke B

How much satisfaction is enough satisfaction?

▪ We analyze the statistic relationship between customer satisfaction and the specificity of individual peformance factors to ascertain when it no longer pays to better your performance.

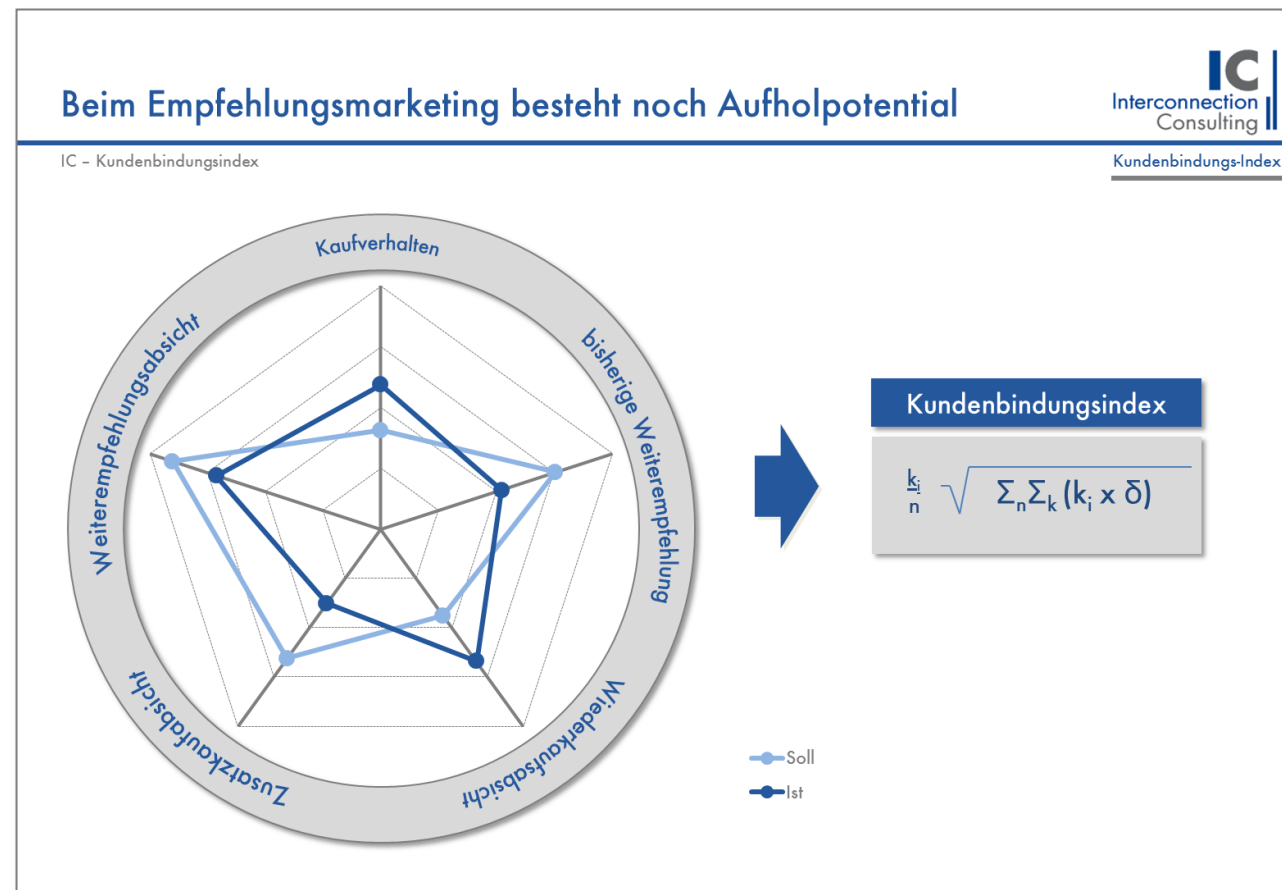▪ *This chart contains fictive numbers.*
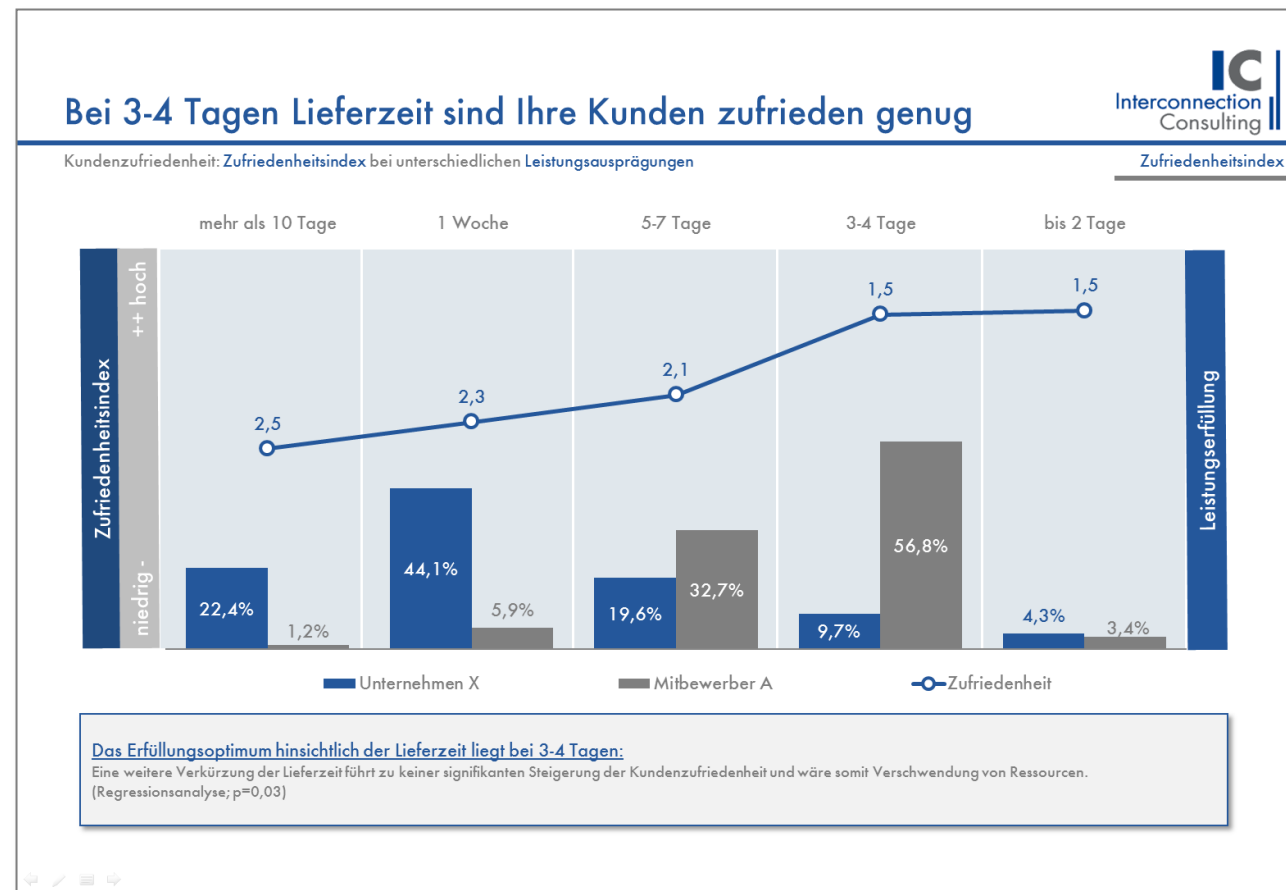
Customer Segmentation Based on Satisfaction

- The statistic analysis of data allows us to segment your customers according to their satisfaction and level of customer loyalty, so that you can create targeted markeing campaigns.

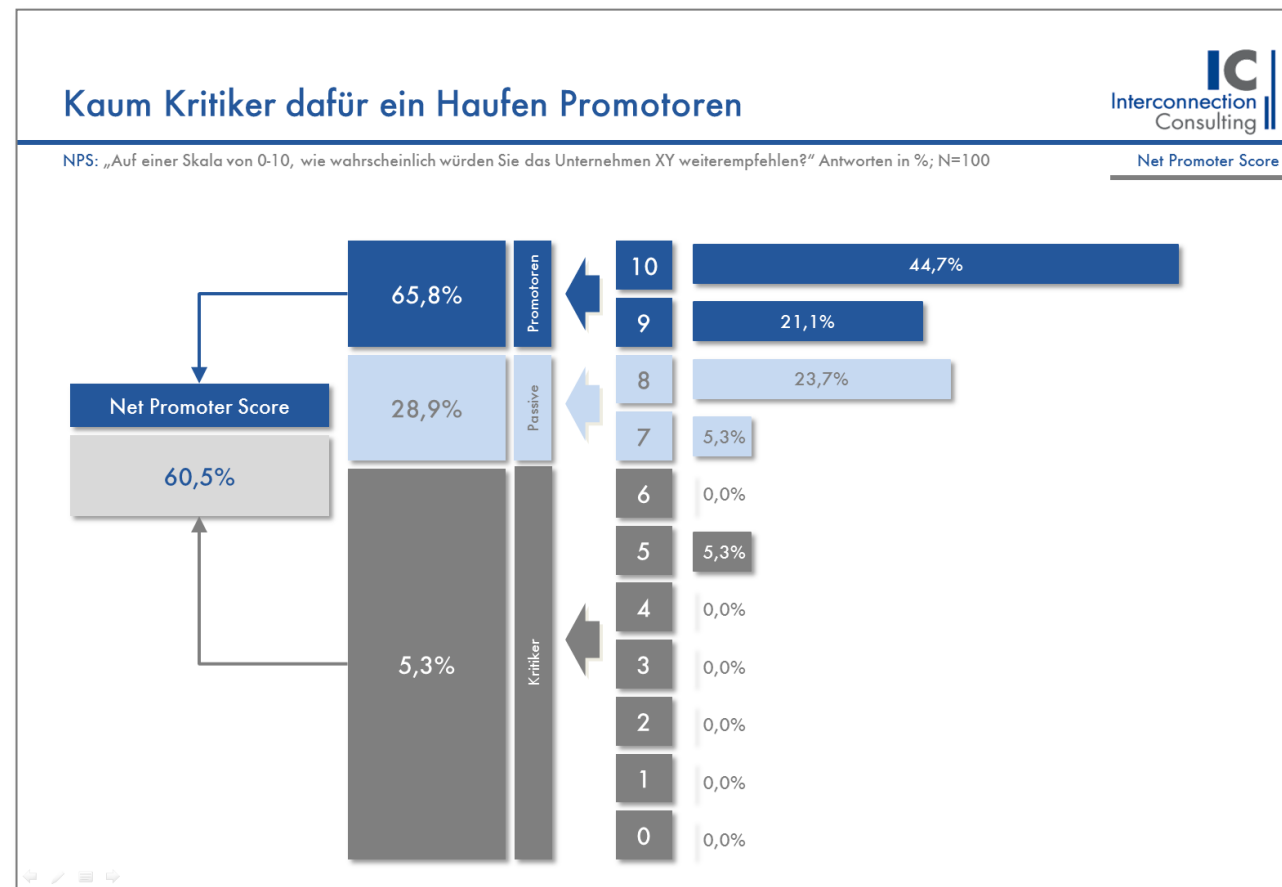- *This chart contains fictive numbers.*
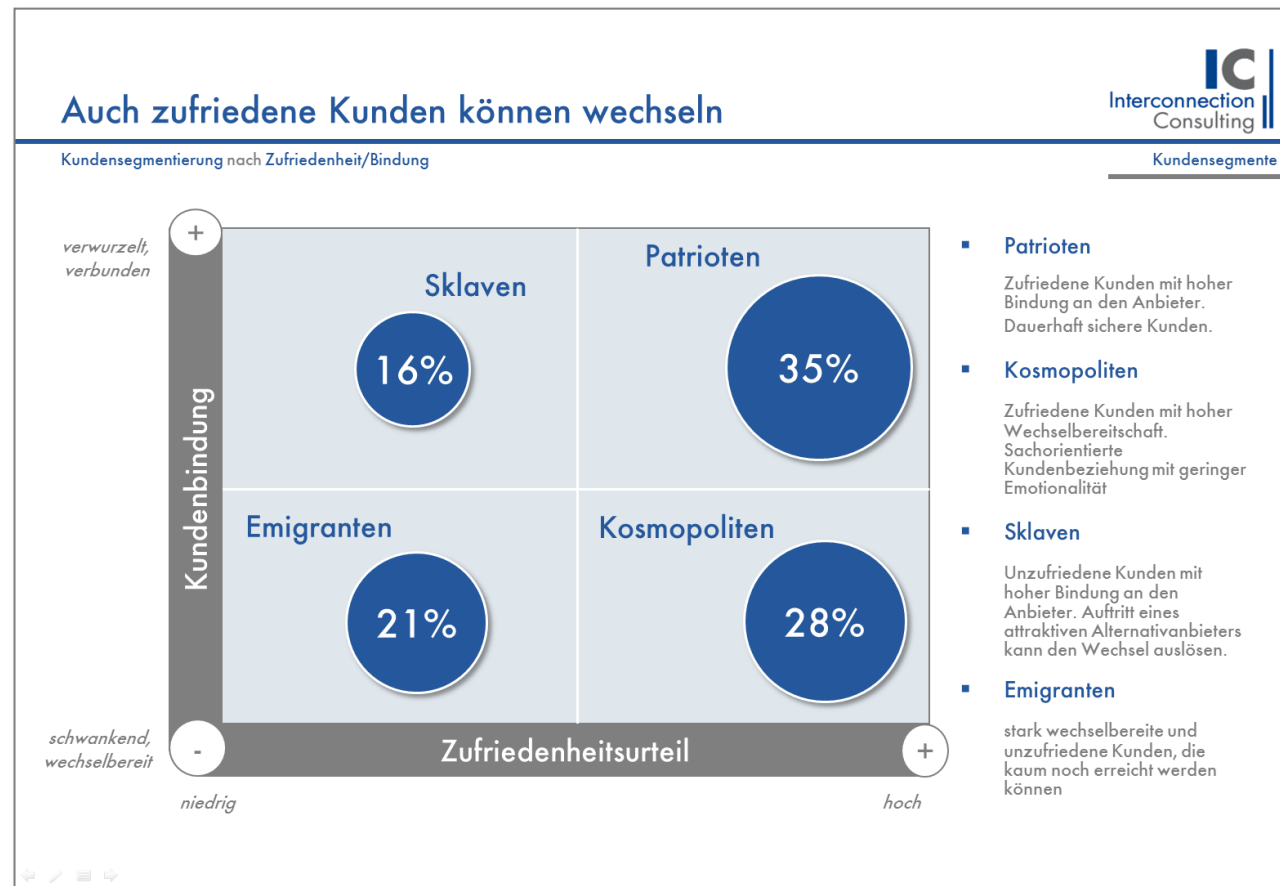
Customer Loyalty Index – Creating Comparisons from the Network of Information

- Based on previous buying patterns and future buying intentions and recommendations, we determine a customer loyalty index that can also be specifically calculated for individual customers and customer segments.

- *This chart contains fictive numbers.*

Beim Empfehlungsmarketing besteht noch Aufholpotential

IC – Kundenbindungsindex

Kundenbindungs-Index

Kaufverhalten

bisherige Weiterempfehlung

Weiterempfehlungsabsicht

Wiederkaufsabsicht

Zusatzkaufabsicht

Soll
Ist

Kundenbindungsindex

$$\frac{k_i}{n} \sqrt{\Sigma_n \Sigma_k (k_i \times \delta)}$$

- Simple, fast, and inexpensive analysis based on a detailed analysis of the Net Promoter Score.

- *This chart contains fictive numbers.*

Kaum Kritiker dafür ein Haufen Promotoren

NPS: „Auf einer Skala von 0-10, wie wahrscheinlich würden Sie das Unternehmen XY weiterempfehlen?" Antworten in %; N=100

Net Promoter Score

Promotoren	65,8%
Passive	28,9%
Kritiker	5,3%

Net Promoter Score
60,5%

10	44,7%
9	21,1%
8	23,7%
7	5,3%
6	0,0%
5	5,3%
4	0,0%
3	0,0%
2	0,0%
1	0,0%
0	0,0%

What else you should know….

- As corporate consultant we gladly assist you in creating a holistic process for increasing your customer value by means of measuring, improving, and expanding.

- We have an exceptional amount of experience with international surveys and with very difficult target groups in the area of B2B.

- In case you already have existing customer satisfaction data, we try to achieve a highly comparable framework with our new analyses.

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

Interconnection Consulting

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