

CUSTOMER SATISFACTION CASE STUDY

Customer satisfaction is essential to a customer focused business. Satisfied customers are more likely to buy again and recommend others to do so.

Organisations need to carry out customer satisfaction research to understand how well they are meeting customer needs and to identify areas for improvement.

CASE STUDY – TYRE RETAILER

Why carry out this research?

The B2B division of a nationwide tyre retailer wanted to carry out research to meet the following objectives:

- To track current business performance down to department, region and individual level
- To identify areas for improvement
- To understand how customer needs are changing and how the organisation needs to change to meet them

What did we do?

The survey was designed in partnership with the client with questions included relevant to each of the individual departments.

Telephone interviews were then carried out by JEM's dedicated market research interviewers with a sample of 136 B2B customers. 84% of the decision makers spoken to agreed to complete the survey.

How has the research helped the client?

Research outcomes were presented to department heads focusing on their particular business units. Each department selected a champion for business change who used the research to identify priorities for business improvement.

Client feedback

"This was the first time we had used JEM for market research, although we had historically used them for their telemarketing services, and I was delighted with the outcome.

We had previously used larger market research agencies but JEM were more thorough at the initial consultation stage which resulted in a more detailed research brief with actionable outcomes. Key stakeholders were engaged from the outset and this resulted in an incredibly high level of buy in and action resulting from the research findings."

Head of Customer Insight – Nationwide Tyre Service Provider