

CASE STUDY

Understanding a B2B company's
customers

We were hired to **measure customer satisfaction** for a B2B company

C-SAT MEASUREMENT

- What level of service do our customers want?
- What differences exist across business lines?
- Are our customers happy?



SATOV APPROACH

- Developed customer focused metrics
- Designed customized weighted scorecards
- Conducted extensive interviews
- Created actionable recommendations by business line



WE HELPED THE CLIENT

- Incorporate customer voice into its scorecard
- Better understand its business lines
- Identify operational and strategic improvements

Does this sound interesting? Email us to get more details.

We measured what mattered to customers

Tip of the pyramid

Encapsulates why we are in existence

Win

The main reasons customers buy our products

High weighted
metrics

Features

Important for some buyers, but
can be removed without
compromising our brand

Low weighted
metrics

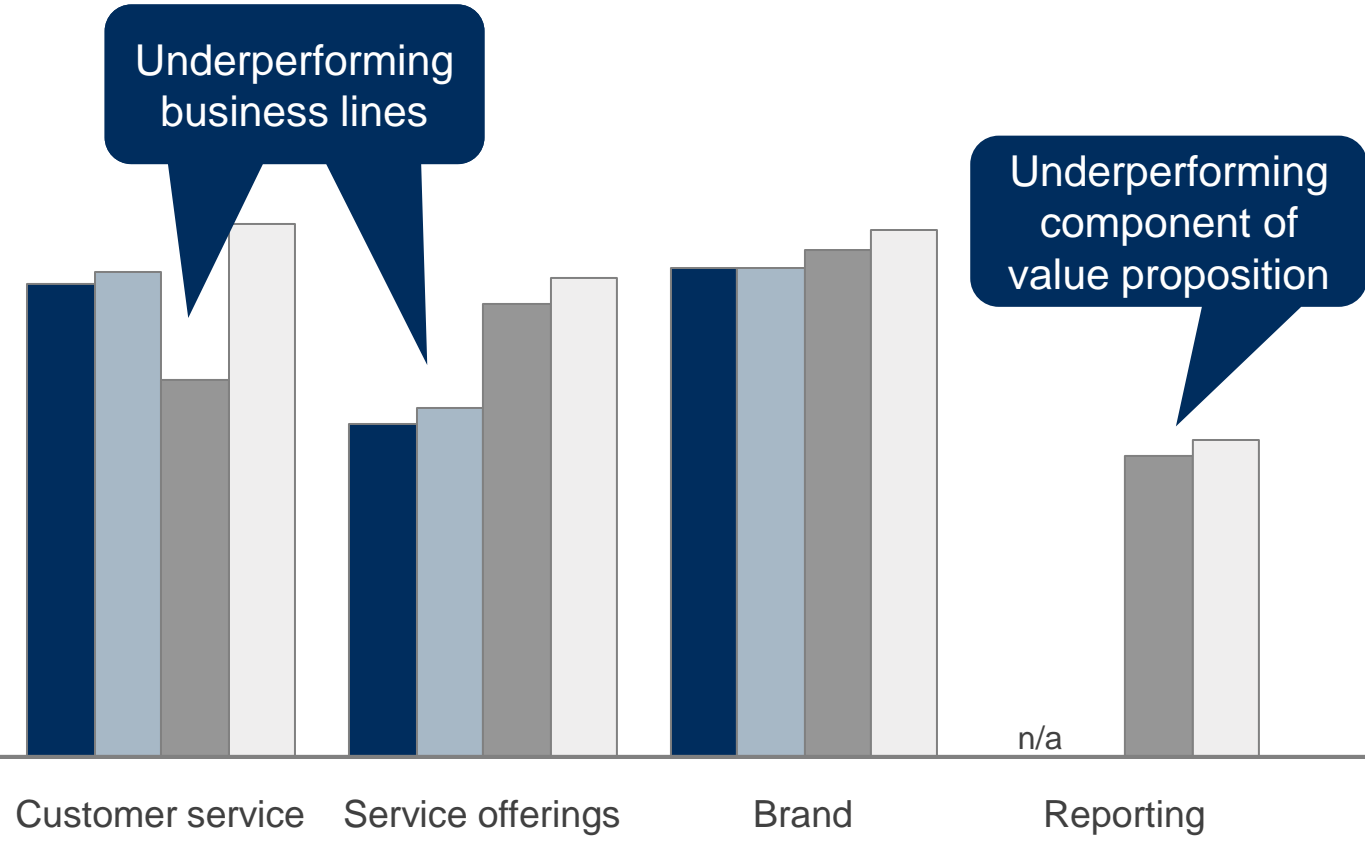
Price of entry

Need to have to
compete in our
industry

Low weighted
metrics

We identified where **customer expectations** weren't being met

Selection of customer scores by business line



We used customer interviews to **bring the data to life**

“Other competitors we deal with **proactively look for potential issues** and bring them to our attention”

“Bob is excellent ... but when he isn't there **they have a coverage problem.**”

“The **price might be slightly more** than competitors but the **brand, integrity, and security make it worth it.**”

Their reporting is archaic, they should look to invest to **improve relevancy and customization**”

We left our client knowing what needed to be done

Current

Short term

Long term

