

Case Study: Customer Satisfaction and Loyalty Survey

The Customer: A premier online shopping website

The client is one of the largest online shopping websites offering great deals through e-stores for books, electronics, apparels, gifts and more. They approached aMarketForce to set up a team for customer satisfaction and loyalty management. After consulting and analyzing the client's needs aMarketForce suggested a monthly survey campaign to collect customer feedback on their brands.



Business Issue

The client did not have enough expertise to set up the survey process and conduct data analysis. The only inputs they had from their customers were a few random questions that they asked clients over the phone on delivery of an order. Management had no confidence on the reliability of the data, they needed accurate, unbiased information. This prompted the client to approach aMarketForce to set up the survey process. The client wanted to execute the survey through email. Focused on researching, analyzing and compiling survey results, aMarketForce's market research survey team provides clients with customized surveys and reports. aMarketForce has expertise in survey campaign and execution management. aMarketForce closely studied the client's requirements and created a 3-phase "Voice of Customer" campaign.

Value Delivered

The customer survey project was divided into three major phases focused on sampling, measurement and analysis. The first phase included designing the customer survey process, selecting a sample, conducting a pilot, analyzing the results and making relevant changes to the survey. In the second phase aMarketForce executed the survey, collected and measured the survey results using customer loyalty measurement methodologies. Aside from the customer loyalty question, important customer satisfaction questions were embedded into the survey to provide significant insights to the client. The third phase included data analysis and reporting of survey findings. A detailed survey report was provided in different formats to meet the client's requirement along with a help file.

Related Services

In addition to customer satisfaction and loyalty survey services, aMarketForce also offered competitor news tracking services to this client. We subscribed to leading competitor newsletters, social media networks, blogs and tracked all their online/offline customer support and marketing initiatives.

Benefits Realized

The client got substantial support in setting up a customer survey team with industry proven processes. The surveys were successfully executed with an over 20% customer participation rate. Detailed trend analysis report with major findings was helpful in improving customer service. Planning for the next quarter survey campaigns are already in progress.