

CUSTOMER SATISFACTION

Holistic analysis of the customer relationship

Customer satisfaction is one of the key predictors when it comes to the staying power of a company. Only satisfied customers come again or at best recommend you.

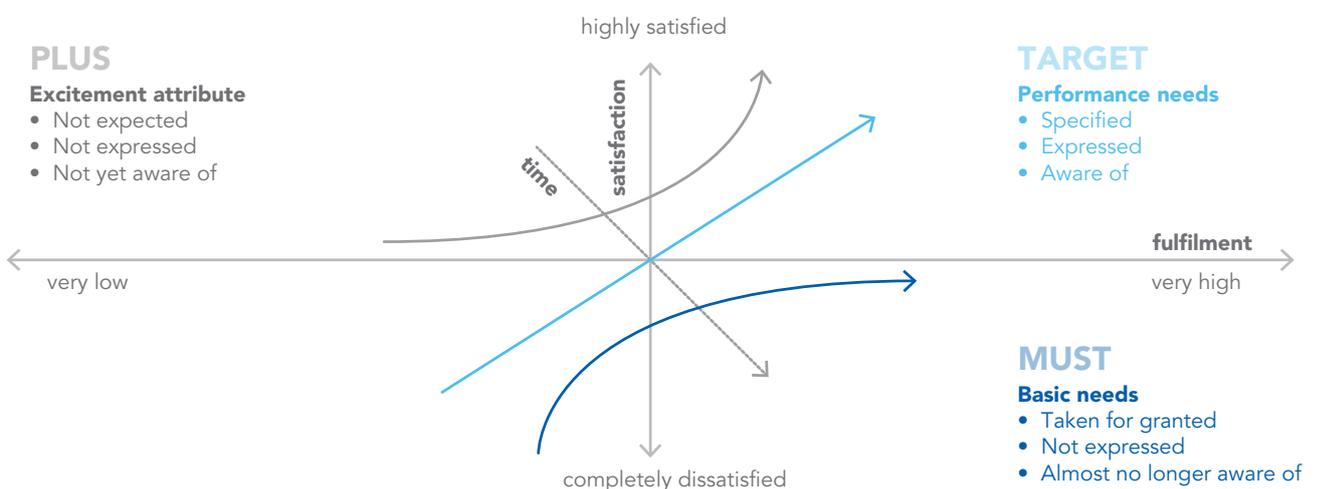


Our broad portfolio of methods can help you find out at which touch-point you need ideally to optimise your relationship with your customer.

Methodological starting point

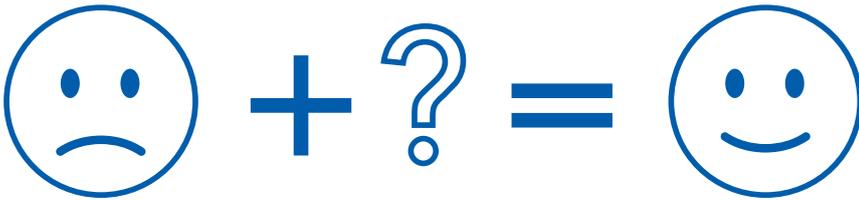
To perform an in-depth analysis on your customer relationship, it is not enough to find out whether a service is rated as good or bad. The question how relevant a service component is to satisfaction is equally as important. The interrelationship between service and satisfaction is, however, not always linear. Using the theoretical model developed by Noriaki Kano, the customer relationship can be classified according to various attributes for products and services:

- **Basic needs** are taken for granted by customers. Not fulfilling these basic needs results in dissatisfaction and leads to the customer changing over to the competition and at worst even making negative recommendations.
- **Performance needs** have a direct impact on the satisfaction of your customers. Their satisfaction rises in parallel with the fulfilment of their expectations, but this still does not lead, however, to customer loyalty.
- **Excitement attributes** are performance attributes that your customers are not expecting and which surprise them in a positive way. Excitement leads to loyal customers, who at best will recommend you and lastingly boost your image.



Closer to the customer with the right method mix

As different as companies and products are, so is the approach to customer satisfaction. We select from our broad methods portfolio the methods tailored to answer your questions the best:



- Using impact models and action portfolios, we establish the relevant factors and their impact on satisfaction or loyalty. Actions to enhance customer relations can be derived and prioritised.
- The Kano method and penalty award analysis demonstrate which criteria are basic, performance or excitement factors.
- Surveying critical events also enables the discovery of unknown excitement attributes. Likewise, this tangible customer experience also pinpoints serious shortcomings.
- Using touchpoint and funnel analysis, we can find out where there is potential for optimisation in the customer experience/sales process.
- Using maximum difference scaling (MaxDiff) the relevance of aspects of the customer relationship can be ascertained without any scaling effects or inflation of expectations.
- With segmentation, different customer groups with different needs (needs-based segmentation) or with different customer relationship statuses (migration segments) can be determined.
- Interactive reporting tools enable a deeper insight into the data collected.
- Tracking- and benchmarking studies enable progress to be monitored as well as comparisons with the competition.

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