



CASE STUDY

Relationship & Experience Measurement Programme for a Global Software Technology Firm

Tracking customer loyalty and advocacy, identifying what is most important to customers, and creating actionable recommendations to improve relationships

Coverage:

- Over 500 interviews
- Online and telephone
- Inclusion of top accounts
- Client sample
- Four business units
- Three industry sectors
- Decision makers, influencers and users

Customised survey measuring contextual usage and performance and importance of specific interactions in touchpoint areas, incl:



Specific outputs:

- Key metric dashboard with trending
- Business performance dashboard
- Key actions by business unit and sector and for decision makers, influencers and users
- Individual scorecards for top accounts
- Customer verbatim comments linked to specific interactions (where permission was given)

Specific business actions and impact:

- Uncovered a need to more emotionally engage with customers and how to put this into practice
- Identified importance of membership scheme, training and customer forums in supporting stronger loyalty
- Reviewed the role of account management to enhance customer engagement
- Identified a focus to make certain interactions easier for customers
- Enhance communications around new innovations and link to customer needs

Harris Interactive Relationship Score Measuring and benchmarking strength of current and future relationship health

