



CASE STUDY

Relationship & Experience Measurement Programme for a Global Drinks Company

Bringing our client closer to their customers and staying ahead of the competition, by helping them to better understand changing needs of different segments, prioritise improvements to the experiences that have the most impact on loyalty and retention, and doing so in a way that is sustainable and profitable for their business

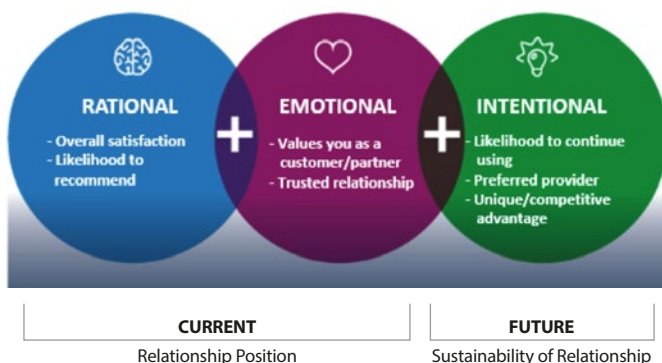
Coverage:

- B2B Customers & Distributors
- Client sample
- Western European markets
- Decision makers, influencers and users
- Telephone contact
- Customised surveys measuring performance and importance of interactions in 10+ relevant touchpoint areas
- Tracking improvement of actions each year with interim 6 monthly pulse monitor
- Strategic and tactical application across different parts of the business

Specific business actions and impact:

- Evidence that a change to standardise a key operational process had a negative impact on customer perceptions and needed careful handling and different messaging
- Proof to get investment in new account manager recruitment and retraining and subsequently the positive impact this has brought
- Set a baseline on external perceptions on new vision/ positioning to track against future communications impact
- Highlighted the need to communicate stronger messages around innovation and positive improvement from introducing new product options
- Identified a key team as major ambassadors who have since been given an extended role in strengthening customer relationships, supporting stronger business retention, cross-selling and added value

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



Driving action planning and change to ensure customer loyalty

