

# Quantitative Research

Tracking customer satisfaction

IT service provider

## Project Outline

The client needed to better understand its customers' views about the quality of its services, communications and information. It also wanted to develop a benchmark for ongoing, possibly annual, satisfaction surveys.

## Research Strategy

ASR developed a questionnaire based on its previous experience with ICT companies, together with extensive discussion with the company's senior sales and marketing managers.

The company provided ASR with its entire customer base. Information about each customer (name, role in organisation, email address, account type and location) was used to generate invitation emails and also used in analysis.

The client CEO sent a preparatory email to customers involved in the survey, and ASR deployed the questionnaire using its proprietary software, Survey Manager. The questionnaire contained some qualified responses: if respondents indicated that they used a particular product, they were asked an extra set of questions.

The questionnaire was open for approximately three weeks to ensure a valid sample. Several reminders were sent to customers who had not answered.

## Outcomes

In analysing the results, ASR compared customer types (high value versus normal) and customer locations (two states) to identify significant differences. Regression analysis was also conducted to identify the best predictors of customer satisfaction, which were open communication and prompt resolution of problems.

As a result of the study, the company has detailed feedback about what its customer's value, how well it is performing in service delivery, the service dimensions which predict satisfaction and how it can maximise the impact of its marketing budget. ASR also identified an area where additional staff training could improve service delivery and customer satisfaction.

“We now have the metrics to predict customer satisfaction”