# **Customer Satisfaction Analysis**

-- For a Brand Experience Research Agency

Industry: **Retail & CPG**Horizontal Solution: **Analytics** 

#### **Current Situation**

The client, a brand experience research agency, wanted to analyze 'Shopper Survey Data' to be able to report out:

- ✓ Brand Perception (across multiple Retailer Stores / CPG Brands)
- ✓ Loyalty Drivers & Association with Satisfaction
- ✓ Drivers of Dissatisfaction

## **Challenges / Problems**

✓ Defining accurate measure of loyalty & Identification of key parameters that measure brand perception at store level

# Solution Approach

- ✓ Analyzed relative perception of brands on multiple attributes
- ✓ Identified statistically significant drivers of loyalty

#### **Benefits**

- ✓ Drivers of customer loyalty (Across brands & brand specific) , Loyalty Gaps, and key drivers missed
- ✓ Relative performance of brands on key loyalty drivers, Identifying Promoters & Detractors



#### **Value Lever**

Increased top-line & bottom line by incorporating changes in brand/ products

### Business Process Levers

- Identification of promoters & detractors
- Product positioning on 
  minds of consumers

# **Process Impact**

 Clear guidance of relative strength of brands & drivers of loyalty, satisfaction/ dissatisfaction

# **Process Metrics**

- Measurement of following metrics:
- Brand perception
- Loyalty
- Satisfaction/ Dissatisfaction

# **Change Enablers**

Accurate measure of Brand Perception and drivers of Loyalty & Satisfaction