

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

Sample Output s

