



Customer Satisfaction

About us

Understanding customers is vital to any business in today's highly competitive operating environment. BRG CONSULT's customer satisfaction survey services can help you to gain the insights required to compete successfully in today's competitive markets. Over the years, BRG CONSULT has established itself as the leading market research consultancy in the building products market, with a particular emphasis within the heating and bathroom industry.

Many of our clients now take the opportunity offered by our customer satisfaction surveys to gather market intelligence, for example:

- How aware are non-customers of our company and brand?
- Why do customers choose our brand instead of our competitors brand?
- How are purchasing decisions made and who influences them?
- How loyal will our customers be and how can we improve loyalty levels?
- Why have lost accounts been lost?
- How do customers perceive our positioning in the market place?
- How can we market effectively to key decision makers?
- What are current sourcing policies and how will these change?
- What market pressures are driving our customers?

Customer Satisfaction Research

BRG CONSULT's Customer Satisfaction Survey services provide clear answers to the key questions that drive your business strategy:

- What do our customers want?
- Which customers are we most at risk of losing, and why?
- How effectively are we meeting customer needs?
- What are our competitors 'strengths and weaknesses'?
- What are the areas in which best practice performance is required?
- What are the perceived best practice levels?
- Where can we reduce the cost incurred through over-performance?

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Benefits

BRG CONSULT's customer satisfaction research service not only gives you an analysis of your (and your competitors') overall market position, it also provides you with all the research interviews in its unique CTS (Customer Track Software) system, which enables you to focus your strategy by analysing customer needs and supplier performance across an almost infinite variety of segments, for example:

- Geographical region
- Functional responsibility
- Account size
- Account type

The CTS software enables you to 'drill down' into the answers given to each question asked and also into each individual questionnaire, giving you key insights into the minds of customers and non-customers alike.

Languages

With its experience in over 50 countries worldwide, BRG Consult can cover research in every European language as well as a wide range of other languages.



Methodology

BRG CONSULT's proven customer satisfaction methodology has eight key stages:

- **Research programme design:**
BRG CONSULT meets with the client to design the research programme variables
- **Respondent contacts:**
Often provided by our client, but BRG CONSULT is often able to supplement these from its own database
- **Questionnaire:**
Is finalised and approved and the Customer Track Software prepared
- **Fieldwork:**
Interviews are conducted by BRG Consult's experienced research team
- **Data entry analysis:**
Collected data is entered into the CTS software and reviewed
- **Report writing:**
Top line data is extracted from the CTS software and presented in a PowerPoint presentation
- **Result Presentation:**
The results are presented to the management team, who can discuss with BRG Consult the detail and implications of the research
- **CTS software handover:**
The software is handed over to our client, with full training, so that they can browse and consult the interview database at will

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Customer Satisfaction Survey Sample

Customer Satisfaction studies are tailor made to suit our client's interest. Fig 1 shows a customer satisfaction survey sample carried out for a boiler manufacturer. BRG CONSULT interviewed 250 installers/distributors and asked them for their perception of the client's brand and why the installer chose to install a particular type of boiler. What made the installer choose a particular brand, or why is decided to go for a competitor.

Fig 1: Type of product installed

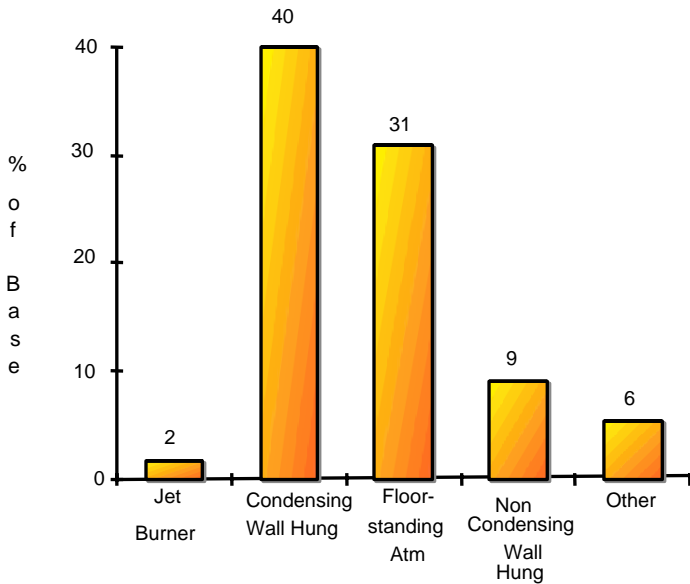
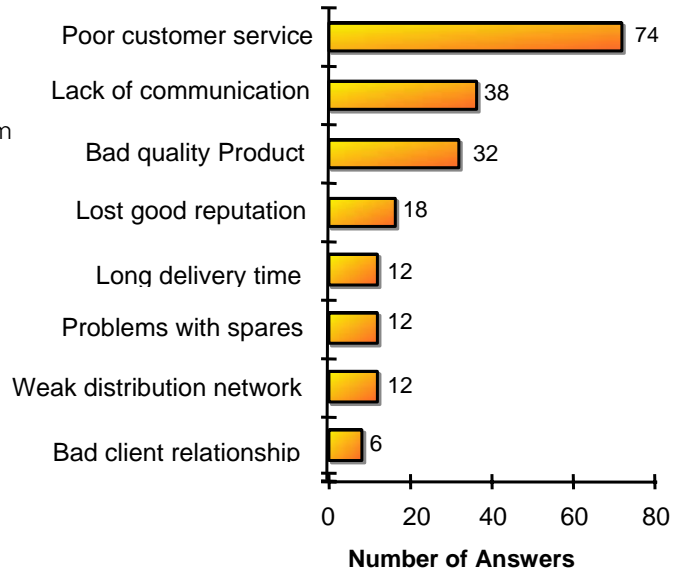


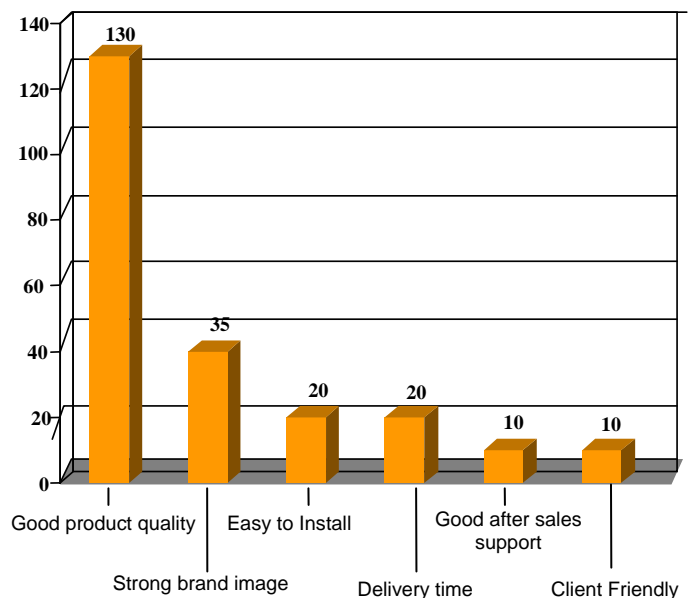
Fig 2 shows an example of a company suffering from its badly organized customer services, a lack of communication with its users/customers and as a result, the loss of a good reputation. After our client studied the results, it significantly improved its organisation in those areas, with increasing satisfaction among its customers as a result.

Fig 2: Clients Weaknesses



The 3rd Figure shows the strengths of the company/brand. Customers decide to install this brand because of the superior quality of the product, the strong brand image as well as other factors like the ease of installation, or the quick delivery time.

Fig 3: Clients Strengths



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BRG CONSULT's Advantage

Of course, many research companies offer customer satisfaction research, but BRG CONSULT has the advantage of also being a specialist in the building products industries. Because we understand your market, we can work in partnership with you to tailor the right research programme, carry out to timescale and deliver actionable results. Our market and research expertise means that BRG CONSULT not only delivers research results, we also give you informed analysis of what the results mean for your company and in your market.

In addition there is unrivalled benefit of our Customer Track Software, enabling you to gather the maximum benefit from the data we collect.

Results:

We realise that both customer needs and the competitive situation will change over time. That is why many of BRG Consult's clients carry out customer satisfaction research every two years, to ensure that they keep their finger on their customers' pulse – and on their competitors' - so that they stay firmly on track.

The next step

To find out more about BRG Consult and its customer satisfaction research services, simply contact us at the address below and we will be glad to meet with you to discuss your requirements.



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Contact Us

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