

Savanta:

Business Essentials Customer Satisfaction

Customer satisfaction research will help you determine how well your company's products and services meet the needs of your market. It is essential to keeping your current customers and attracting new ones, and can be used to predict business growth

Introducing the Business Essentials range

Business Essentials are a suite of research products that have been designed by our team of B2B research experts to offer a simple, cost effective and replicable approach to answering your business objectives.



How it works

Savanta's team of B2B research professionals have been responsible for running hundreds of customer satisfaction surveys for leading global B2B brands.

We've designed a simple, data led service that is efficient, valuable and replicable, where our experts handle full operational set up and delivery.

We simply need you to provide the features, attributes and wider elements of your customer service offering which you would like to receive feedback on. We will then provide you with a dedicated survey link which you can send out to your customers and collect their feedback!

We will also work with you to craft and refine your free 5 bespoke questions, to ensure these give the answers to your core business objectives and provide the insight you will require.

Our five key stages

- Work with the Savanta team to adapt your questionnaire template
- Upload your customer audience into Savanta's secure in-house platform and send out email invitations (with Savanta support as required)
- Survey in field
- Access online dashboard for results, supported by our wider deliverables
- Get the insights you need to optimise your customer service offering and future satisfaction levels

Costs

£4,950 (exc.VAT)

Why Business Essentials Customer Satisfaction?

Benefits include:

- **A cost effective, high value alternative** – Allows you to run your core projects at a lower cost in our current challenging business environment
- **Visual outputs** – Online dashboard with an easy-to-understand set of deliverables
- **Expert design** – Questionnaire designed by our customer satisfaction experts
- **Flexibility** – Questionnaire enables you to tailor option lists, ensuring they are relevant and targeted at your organisation's customer service offering
- **Bespoke insights** – Option to add 5 bespoke questions for free, to give you additional insights on your wider business objectives and research needs

Make better decisions



What you will understand

Helping you to...

- Understand general customer satisfaction utilising our 'tried and tested' KPIs (i.e., overall satisfaction, NPS, brand values)
- Provide a detailed exploration of your customer service; across specific products and service areas
- Hear directly from your customers on areas for improvement
- Identify future purchase intent, based on most recent customer service interaction
- Understand the platforms your customers like to receive support on and what they think of the marketing communications they receive (across content and frequency)
- Assess how your brand performs against your key competitors in terms of customer service provision
- Firmographic (audience) profiling and analysis using our core measures

Ultimately insight and intelligence which will enable you to enhance your customer service offering, retain more existing customers and support future business growth.

Deliverables

- ✓ Access to online dashboard with automated insights of all measures
- ✓ PPT charted output by question
- ✓ Excel data tables
- ✓ PDF summary document (one page, outlining key findings and insights)
- ✓ Online cross-tab functionality for data integration