Savanta:

Delivering successful B2B Customer Satisfaction and Loyalty programmes

savanta.com

Introduction

Customer satisfaction and loyalty is essential to understanding how your offering meets your customers' expectations, how to retain them, and how to attract new ones.

Customer satisfaction is the overall attitude of customers towards your company. It is an emotional reaction to the difference between customers' expectations and what they receive. Customer loyalty is often described as the ongoing relationship between customers and your company and their willingness to purchase from you in the future. Customer advocacy is an act of commitment to building and nurturing relationships with customers, not only by meeting their apparent needs but also by providing solutions to problems they are not even aware they have. While customer satisfaction and loyalty concepts are interlinked, complimentary and pertinent, they are not always the same – while satisfied customers are more often than not likely to be loyal, not every satisfied customer is always a loyal one! Some companies can also benefit from unsatisfied but loyal customers!

Customer advocates or brand ambassadors are not simply satisfied and loyal customers; they are willing to share their experiences to help your brand improve and grow and are vocal in promoting your brand to their professional and personal network.

Brands that put customers' needs, wants, and expectations first have a much greater chance of creating a better experience for their customers and, therefore, positively impact their levels of satisfaction, loyalty, and advocacy. Therefore, minimising the gap between customer satisfaction and loyalty has an enormous positive impact on their tenure, spending, buying new products/services, emotional attachment to the brand, and recommendation to others. In other words, companies with better levels of customer satisfaction and loyalty will have a more reliable revenue stream and be able to predict business growth better.

Unsurprisingly, more and more organisations recognise the superpower of customer satisfaction and loyalty by placing it at the core of their business strategy and investing in a continuous research programme amongst this key audience – customers!

A successful Customer Satisfaction and Loyalty programme:

- Is based on a strategy that prioritises creating a best-in-class customer experience and keeping customers happy during their whole journey

- Measures customer loyalty as a core indicator and identifies what you can do to further strengthen this bond

- Assesses your brand across five key performance areas which can move the needle for your company

- Identifies the differences between customers (i.e., their needs, priorities, and opinions) and what drives their satisfaction and loyalty

- Measures your company's performance against the competition, as well as understanding external factors which impact satisfaction & loyalty

And will…

- Provide you with meaningful **insights and guidance** on customers' expectations and needs, your company's strengths, weaknesses, and areas to improve

- Be built upon an effectively **structured survey** that uses a suite of smart techniques which probe far beyond the superficial, allowing the gathering of genuine insights from customers

- Be delivered in **partnership** with research experts using a "tried and tested" approach, yet tailored to each client's bespoke objectives

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Why we think Customer Satisfaction and Loyalty is crucial to your future business success

One of the core reasons for promoting customer satisfaction and loyalty is that satisfied and loyal customers can help grow your business faster than your marketing and sales teams – it is much easier and cheaper to upsell to your satisfied customers, as opposed to attracting completely new customers! The most loyal customers - the brand advocates - are your true partners, recommending you to others and helping attract new customers to your business.

In an increasingly complex and competitive marketplace with demanding customers, diverse players, and competitors, a successful customer satisfaction and loyalty programme is a powerful tool to optimise your offering for a better customer experience and overall market performance.
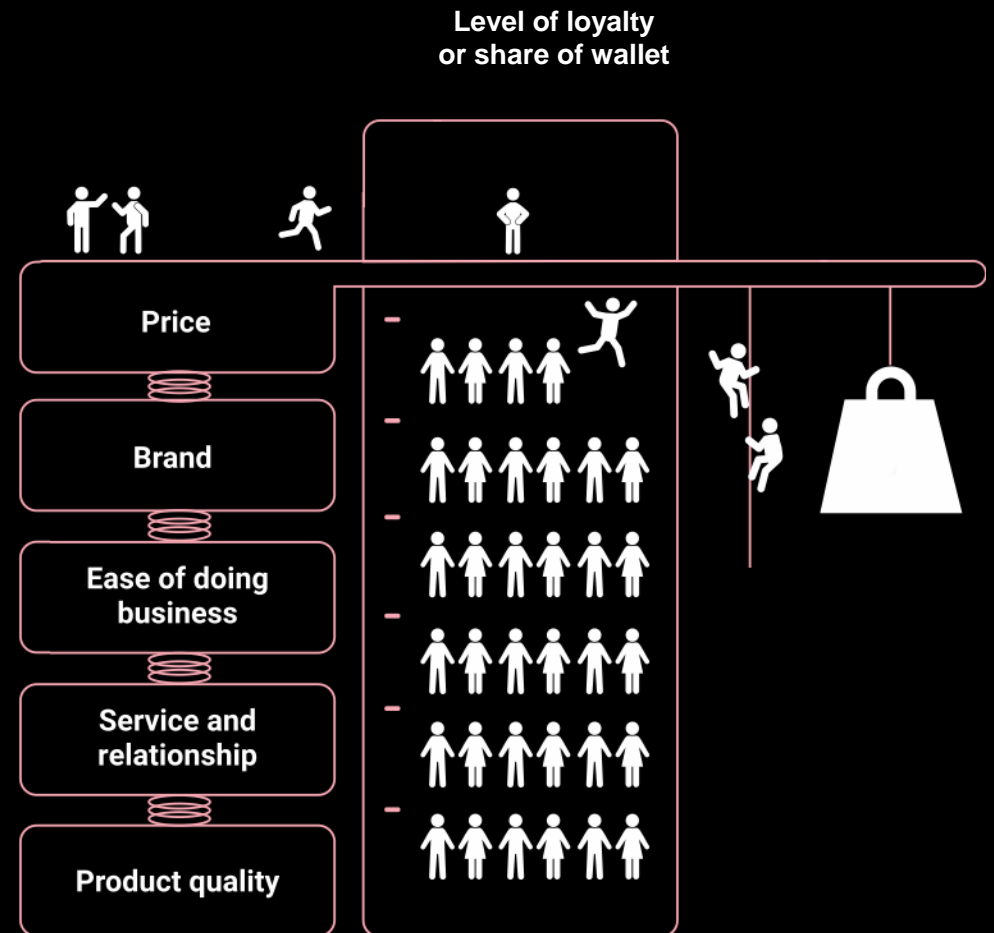
Our 'tried and tested' Customer Satisfaction & Loyalty framework

To truly understand customer satisfaction and loyalty levels, organisations should take an insight-driven approach. Monitoring the health of your customer relationships with the support of an impartial expert and reliable partner is the most effective way.

Our tried and tested model guides, but never constraints, our approach to measuring customer satisfaction and loyalty because, at Savanta, we understand there is no one-size-fits-all. All our work is tailored to our client's specific needs and business objectives based on close collaboration at every stage.

Our approach leans into customer loyalty, as this drives commercial performance and is not always dependant on satisfaction, but not to the detriment of understanding satisfaction and what drives this. Our six fundamental observations of customer satisfaction and loyalty in B2B markets act as a 'critical framework' to ensure the programme delivered is one that will have a true impact on your organisation.

Level of loyalty or share of wallet

- Price
- Brand
- Ease of doing business
- Service and relationship
- Product quality

Which enables you to...

✓ **Measure loyalty as a core indicator**

First, you need to understand which type of loyalty is relevant in your market. In some markets, customers have a preference to, or no choice but to, work with one supplier only – this is called 'binary loyalty'. In other markets or industries, spending is distributed between multiple suppliers – this is called "preferential loyalty", in which case measuring the share of the wallet is important.

✓ **Track loyalty across five key performance areas**

The level of loyalty received is determined by five key performance areas: price, quality, brand, ease of doing business, service, and relationship. The research will identify the relative importance of each driver in the given market and what 'excellence' looks like in each area and then measure your performance against this.

✓ **Understand differences by segments**

Different customers have different needs, priorities, and opinions on your performance, and have varying drivers of loyalty. Therefore, while looking at the big picture, understanding who these segments are and their weight will guide you through planning future actions.

Understand the level of inertia in your market

Customers are often habitual, and their loyalty might be a matter of needs, engagement, or costs. There will always be a segment of customers with basic needs, which are unlikely to change. Experiencing extra costs, hassle, or risks due to potential change also favour the status quo. The research will help you understand the levels of inertia in each area, so you can make an informed decision to break it or preserve it if it works in your favour.

Benchmark against your competitors

Competitive activity is constantly acting as a counterweight against your performance, trying to erode levels of loyalty. Therefore, at Savanta, we recommend measuring your performance against customers' expectations but also against the competition.

Understand external factors of impact

Customer satisfaction and loyalty may be impacted by factors other than your performance. Occasionally an event can occur in a customer organisation that causes loyalty to plummet or rocket regardless of your quality, price, or performance in other key areas. This research programme will help you measure the potential disruptors in your market and guide you on how to counter them.

Our approach to Customer Satisfaction & Loyalty research

To achieve your objectives, the Customer Satisfaction & Loyalty programmes must be robust and designed with the future in mind. With the support of a multi-disciplined team, we offer a full-service research programme, from design to insights delivery, producing well-considered and interrogated data sets and research reports that provide clear insights and leave your team with the understanding they need to drive change.

Savanta will consult and collaborate with you across the project to ensure the research programme meets your needs. Alternatively, if your time and resource are limited, we have the research, commercial knowledge, and expertise to run programmes on your behalf, ensuring you get the desired outcomes.

01 Ideation:

- Desk research to better understand your brand and the industry landscape
- Collaborative EXPLORER workshop with key stakeholders to build the hypothesis
- Designing tailored research materials (questionnaires and discussion guides) using information gathered

02 Consultation:

- Collaborating to become part of your team and consulting with you across the research programme life cycle
- Applying our knowledge and expertise to run customer satisfaction and loyalty programmes on your behalf to ensure you get the outcomes required to inform future decision making

03 Robust fieldwork:

- Surveys conducted on Savanta's mobile-first proprietary online platform
- Uploading your customer audience into Savanta's secure in-house platform and sending out email invitations and reminders on your behalf. Alternatively, providing links for you to directly send the survey invites to your customers in case you prefer to self-manage the customer contact details
- In-depth interviews conducted by our expert consultants
- Extensive quality control throughout all stages of the research

Robust data and analysis communicated via a story-led report with actionable findings are critical for a well-informed decision-making process

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Analysis, narrative development and results delivery:

At Savanta, we like to give you choices and work in ways that best suit your needs. This extends to the processes we go through and the outputs we produce.

Using our NARRATOR process, we have an opportunity to challenge ourselves, analysing and evaluating your data to ensure the story that we present has been critically stress tested and considered from all possible angles. Utilising compelling and insightful storytelling, our narrative centres around the key themes and actionable insights that will help you manage and develop your strategy to optimise customer satisfaction and loyalty.

Thematic summary report. Following our NARRATOR process, our team will create a summary report with key findings, actionable insights, and recommendations. We also tailor summary reports to any bespoke needs your organisation might have, whether that's specific reporting guidelines or the preferences of individual stakeholders and their needs.

While we might not report back on all of the questions, our thematic summary report will enable you to easily understand your customer's satisfaction and loyalty across the measures that matter - including how your brand performs versus your key competitors and how you can act on the wider insights provided.

AllVue. Our proprietary data platform puts the data in your hands. Want to investigate a data point halfway through fieldwork, no problem, we have the solution. Want to interrogate the data further and build your own custom audience breaks? Again, no problem AllVue is your bespoke data platform!

05

Post project activation and evaluation:

Our creative services team will work to expertly handle all market-facing or internal documentation, including video animations or infographics.

We will also support your internal team to evaluate which elements of the customer satisfaction and loyalty research should be repeated and where parts can be tweaked to guide and optimise your strategy going forward!

Case study:
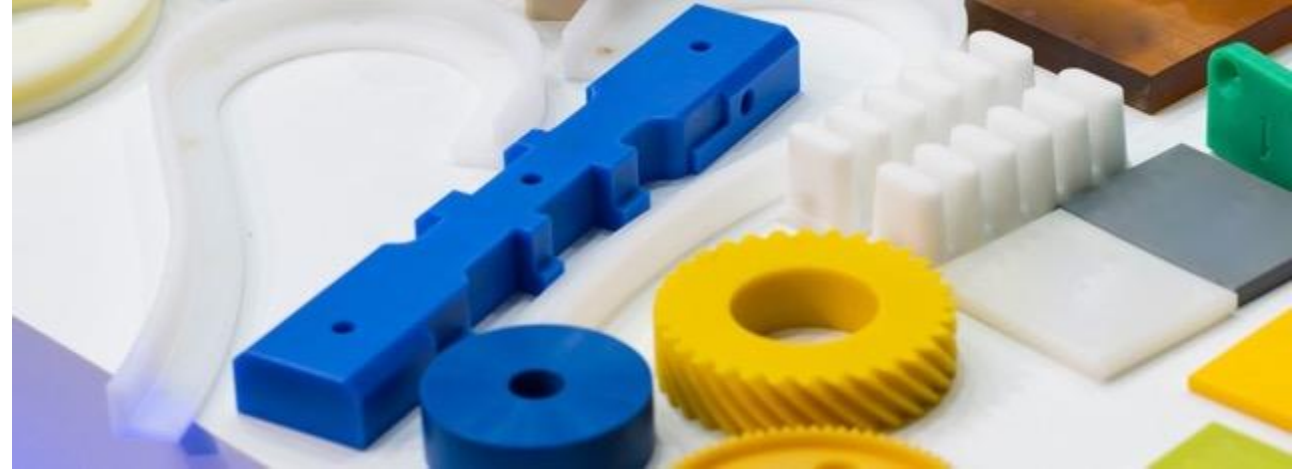
ESSENTRA

Investigation:

Uniquely placed as both a manufacturer and distributor, Essentra Components provide hundreds of thousands of business customers across 29 countries with the small, essential components they need to manufacture products for the world.

Essentra Components and Savanta have collaborated to implement an annual Customer Satisfaction programme since 2018.

Implementation:

We began with an EXPLORER workshop to better understand the customer experience and key touchpoints, together with determining the insights and metrics that would be most valuable to Essentra Components in driving a customer-centric strategy.

Following the workshop, Savanta designed a new survey and deployment methodology, which significantly enhanced the approach, by maintaining some trackable elements from Essentra Components' pre-existing programme. The first survey in 2018, conducted globally in local languages, delivered a baseline and benchmark for future waves, with key metrics weighted across markets to reflect the customer base.

Over the following years, while key metrics have continued to be tracked, we have always re-evaluated the programme to reflect the current scenario and changing landscape. With the emergence of the COVID-19 pandemic and global supply chain crises, we returned to the original EXPLORER workshop methodology to unpick what the new reality meant for the customer experience and how the survey should be adapted accordingly.

Impact:

With the help of consistent measures alongside actionable recommendations, the programme has allowed Essentra Components – both globally and locally within markets – to better understand customer needs, their own performance, and how to enhance their proposition to provide a seamless service for customers.

Coupled with the identification of key challenges and drivers of (dis)satisfaction, the robust data sets allowed Essentra Components to focus on enhancing the most critical proposition areas. The development of these proposition areas has been further supported by additional research engagements with Savanta exploring areas such as delivery proposition modelling and localised customer journey mapping.

Meanwhile, targeted reporting, including detractor alerts, has enabled rapid response to early red flags, safeguarding the future of vital customer relationships.

Savanta's Business Essentials – Customer Satisfaction & Loyalty

Building on Savanta's significant amount of experience and expertise in conducting studies in this area, our Business Essentials Customer Satisfaction and Loyalty will complement the traditional full-service research and insights approach, providing off-the-shelf solutions to companies new to research and insights, or where budget may be limited.

Subscribing clients will get access to a template questionnaire containing all the 'tried and tested' measures any good customer satisfaction and loyalty research should have plus much more.

Subscribing clients will also be able to customise the questionnaire, ensuring the survey is targeted at their business, market, and product offering. It can also include five bespoke questions. Subscribing clients can then upload their own customer database.

Our off-the-shelf project templates will deliver subscribing companies with all the core questions needed to provide them with the insights and intelligence required for their customer satisfaction and loyalty, while also being fuss-free, fast, and flexible.
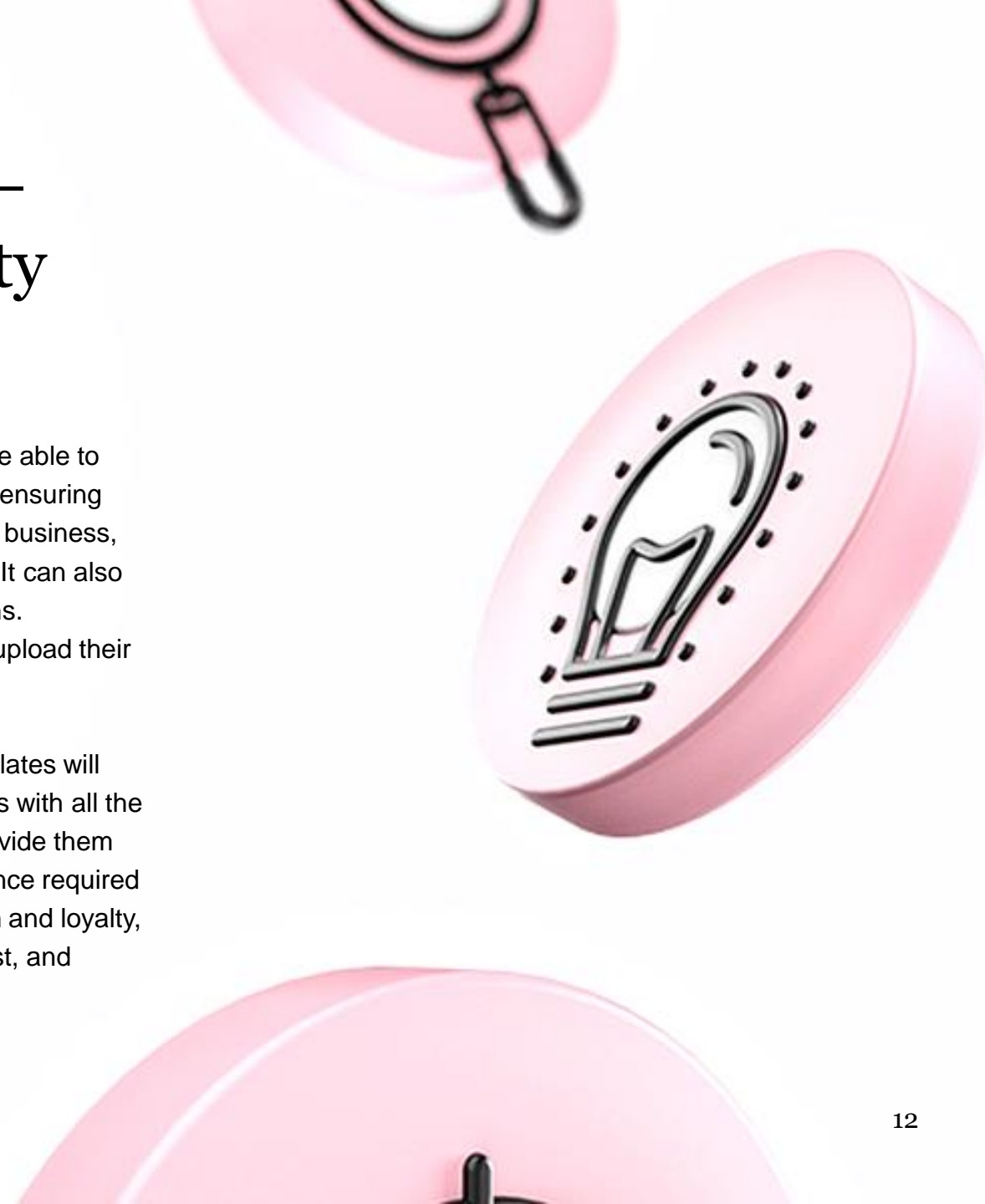
Meet our B2B Customer Satisfaction & Loyalty experts

Our senior team is highly experienced in delivering customer satisfaction and loyalty projects for a range of clients across industry sectors and markets.

Emma Callaghan
VP, Business

Emma is a highly experienced researcher who leads the Business Division of Savanta.

Starting her career in management consultancy, Emma has worked in a specialist B2B research role for the past 10 years and brings a wealth of experience in designing and delivering customer experience, customer journey, customer advocacy and customer satisfaction and loyalty programmes within organisations.

As the Business Division lead, Emma has an overview of all major B2B customer satisfaction and loyalty programmes the team runs, acting as a key external point of contact for project consultancy.

Matthew Mann
Director, Business

Matthew is a quantitative and qualitative researcher with over 10 years of research experience spanning the business to business (B2B) and business to consumer (B2C) industries.

Throughout his career, he has built-up significant experience in successfully leading the delivery of customer satisfaction and loyalty projects for a diverse range of companies (small to large, start-ups to 'bellwethers'/ industry leading brands) across a wide range of industry sectors (technology, FMCG, retail and financial services, the B2B events industry).

Alongside supporting customer satisfaction and loyalty projects across the team, Matt also heads up Savanta's Business Essentials propositions.

Alketa Berzani
Associate Director, Business

Alketa is a quantitative and qualitative researcher with 15 years of experience in quantitative, qualitative and mixed methods research with business-to-business (B2B) and business-to-consumer (B2C) audiences.

She has managed and successfully delivered diverse research solutions focused on customer satisfaction and loyalty, brand recommendation, customer experience, and customer journey across industries, including telecommunication, technology, FMCG, and media.

In her position as Associate Director, Alketa develops and leads customer satisfaction and loyalty projects for regional and international brands.

Tom Honeywell
Consultant, Business

Tom has worked extensively in mixed methods and quantitative research, with a background in consumer and B2B research, which combined with experience in online grocery retail, helps him in providing insights from several perspectives.

Working with clients in technology and public sectors at Savanta, his project experience includes customer satisfaction, brand awareness, stakeholder research and in-depth qualitative interviews.

As a Consultant in the Business Team, Tom is responsible for day-to-day project management of customer satisfaction & loyalty trackers and stakeholder satisfaction research projects across clients and industries.

Savanta:

Savanta is the full-service global market research and data
insight company that helps businesses make better decisions.

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