



Customer Loyalty

The business issue: A supplier of IT and consulting services with offices on three continents uses annual customer loyalty research to plan, strategize and set goals at corporate and account levels and within customer service teams. What are the components of success for maintaining current contracts and expanding to new opportunities within existing accounts?

The Hansa | GCR approach: We worked within the framework of previous waves to ensure continuity, and we added fresh focus and insight to design:

- **A quantitative Web survey** of customers ranging from onsite project contacts to executive level decision makers. We assessed satisfaction, willingness to recommend and performance on attributes that define the customer experience.
- **A qualitative exploration** comprising executive interviews with decision makers from key customer companies, focusing on the key issues that make or break a partnership.

We designed the two complementary phases with the intent of finding and examining common delighters and detractors.

Research Opportunity

After a number of years working with the same research supplier, our client asked Hansa | GCR to recommend a fresh approach.

To build a base for our new partnership with this client, two members of our team spent time at their U.S. site to learn directly the company's history and develop a roadmap for future work. This knowledge fed into the design and gave us background for analysis.

We also designed advanced analytics methodology that would allow us to go beyond basic reporting of the results to examine the relationships among the components of the survey and explore the complexities of customer relationships.



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Analysis and insight for client results: Analysis provided a comprehensive view of the client's customer loyalty universe.

Quantitative: We analyzed rating and attribute questions to generate metrics that track long-term customer experience.

Hansa | GCR also applied advanced analytics (tipping points analysis and SEM) to examine underlying relationships that explain the causes and effects of satisfaction.

Qualitative: Our researchers analyzed each interview and created an individual matrix of constraints and successes for that customer. We mapped common themes among the qualitative interviews and between the quantitative and qualitative findings.

Client outcomes: Our client used our findings throughout the organization. Corporate-level executives applied our analysis of what is working and what needs repair to strategic planning and organization. Individual account and business unit teams received score cards to help them capitalize on strengths and target remedies for deficiencies. Project teams had detailed information on where their business model has been successful with their customers and where they need to restructure and repair to enhance and retain relationships.

*The Hansa | GCR
difference*

*Advanced analysis
techniques:*

*Tipping points - optimal
scaling regression to
illustrate the relative
power of different
drivers on satisfaction,
identifying critical areas
of focus.*

*Structural Equation
Modeling (SEM) to
incorporate the nonlinear
relationships revealed by
the tipping points
analysis, and using SEM
to discover the nature of
the causal structure
among the satisfaction
measures and
recommendations.*