

CUSTOMER SATISFACTION & LOYALTY

ENSURING HIGH SATISFACTION, LOYALTY AND INCREASED REVENUE

Satisfied customers are more likely to return, buy more and talk good about your brand or product. And even more, loyal customers are great to have as potential advocates!

Nevertheless, in today's world where many consumer decisions are made in a blink without detailed considerations, it is hard to get and retain them. Knowing what is relevant, understanding how to interact, building trust and adding value is crucial in keeping customers satisfied.

Not only can learnings on customer satisfaction support customer relationship management and enhance the service or in-store experience among customers, but it can also increase the relevance of a brand, service or product.

Therefore it is important to understand the experience from your customer's point of view in order to ensure constantly high service levels that lift satisfaction and lead to an increased revenue.

MEASURING CUSTOMER SATISFACTION

EPINION's satisfaction measurement ensures having a finger on the pulse of the customer so that high service can be delivered all the time. This can include the measurement in the moment of truth at the point of sale or post-purchase evaluations, but also periodic or continuous satisfaction surveys online via EPINION's proprietary online panel to understand the customer experience over time.

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Rather than measuring overall satisfaction it is important to also measure each individual interaction and brand perceptions in order to ensure nothing gets unnoticed and actionable insights can be gained. Typically, we investigate consumers' satisfaction and loyalty through the following diagnostics, which are based on the CVM (Customer Value Management) model:

- Usage (Retention & loyalty)
- Overall satisfaction and satisfaction at individual touchpoints
- NPS (Net Promoter Score®)
- Reputation & Brand Image Associations
- Price perceptions

REPORTING

EPINION's reports provide a clear guidance on your customers' experience. The results are communicated in an easy-to-understand way with clear recommendations on how to lift the customer experience further. Our experts have many years of experience in creating actionable recommendations that help you in creating revenue by having satisfied customers.

In order to be able to react quickly on potential changes in the customer experience, EPINION additionally offers an online monitoring tool that allows instant results for quick decision making.

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