

Technology Solutions (Customer Experience Enhancement)

Customer survey to gain insights on customer experience enhancement and its differentiation vs. competition

BUSINESS SITUATION

Client, an India-based technology solutions provider specializing in web, mobile and technology services, was eager on obtaining critical insights from its customers to attain competitive differentiation. The client was mainly interested in getting insights around customers' satisfaction and how it could enhance customer experience along with its ability to address their business needs and pain points, and client's key differentiating factors vs. the competition.

SOLUTION FRAMEWORK

- Qualitative telephonic interviews with 70-75 key respondents within client's customers; detailed discussions with client's team to better understand their service offerings were undertaken

The research framework was structured around two phases:

- Phase 1: Qualitative Customer Survey** where Aranca organized a workshop with client's team to better understand their service offerings; later it conducted surveys to obtain qualitative responses for queries around overall satisfaction level with client's service offerings and insights pertaining to areas of improvement for better customer experience; and perceived differences vis-à-vis competition
- Phase 2: Survey Analysis and Key Takeaways:** Analyzed Phase 1 results, summarized key findings and presented key takeaways to client's management; critical inputs provided to help client's management to position themselves differently from competition

SAMPLE ANALYSIS TEMPLATES

KEY EXPECTATIONS OF CUSTOMERS



KEY FINDINGS

Significant share of customers are keen to further engage ...

... but Client needs to work on certain areas of improvement

