

# Customer Loyalty Case Study: Capturing the After-Sales Experience



Business Solutions

## Background

Client, a well-known electronics manufacturer, was looking for a customer relationship assessment with a focus on their after-sales service experience – their key market differentiator. In order to further set themselves apart from the competition, Client wanted to establish a set of KPIs that accurately assessed their after-sales performance.

## Approach

- Utilized a quantitative questionnaire to assess the relationship between customers and the Client.
- Developed an algorithm to project the results of the study – and the impact of the after-sales experience – onto the entire customer database.
- Compared Client’s after-sales experience to top competitors and generated a profile of “best-in-class” service experience.

## Results

- Not surprisingly, customers that had to be transferred multiple times to resolve a problem or required multiple interactions with service were significantly more likely to be vulnerable.
- Utilizing the results, Client re-developed their training to teach service to better resolve problems, starting with customers more likely to be vulnerable.