Developing Long-Term Customer Satisfaction and Loyalty

“We have gained incredibly valuable insight into our customers’ thoughts and decision-making processes from the years we have partnered with ISG.

We continue to be impressed by the quality of work in methodology, execution, and presentation. Thank you, ISG, for helping us better help our customers.”

Challenge: On the heels of significant growth, build long term loyalty, improve customer satisfaction and reduce churn.

Solution: Identify the key contributors and detractors driving customer satisfaction as well as the key enhancements that will drive recurring sales and open new opportunities for growth.

Results: A clear understanding of the organization’s strengths and weaknesses from the customer’s viewpoint and a roadmap for new product development.

Following several years of significant growth, an international leader in the area of software as a service (SaaS) computing wanted to gain a better understanding of their customers’ use and satisfaction with their suite of financial management products to build lasting customer relationships.

The Survey
ISG worked closely with the client to develop a customized telephone survey with representative sample segments across the US, Asia and Europe. Using extensive probing techniques, the survey measured overall satisfaction and the customers’ likeliness to recommend as well as satisfaction with product functionality and ease of use, technical support, and with the client/vendor business relationship.

The client utilized ISG’s unique Action Alerts to quickly notify key contacts of any "at risk" customers.

The Results
While the results of the research confirmed issues identified in a previous survey of "lost customers," they also revealed new insights, including a number of vulnerable areas outside the radar of our client’s Executive Management team.

The customer profile portion of the survey gave the client a better understanding of their customers, the challenges they face and the changes the company needed to make to address them. The survey results also helped the company identify and prioritize where to invest product development budget and resources to make the greatest impact on customer satisfaction.

Since obtaining the final research results, our client has implemented specific product enhancements designed to address many of the issues identified by their customers. To improve quality and responsiveness, the company also made several changes within the technical support organization, in conjunction with increased communications to enhance the client/vendor relationship.

The changes quickly had a positive impact, resulting in increased customer satisfaction, improved ROI and reduced customer churn.

Planning Ahead
The Customer Satisfaction and Loyalty Research conducted by ISG has established a strong customer satisfaction baseline for this fast growing organization. Repeating the survey on an annual basis has enabled our client to benchmark the results and identify those areas that continue to require ongoing investment, as well as new areas that affect customer satisfaction and the company’s ability to increase its market share. In 2013, the client will conduct its fourth annual customer satisfaction survey.