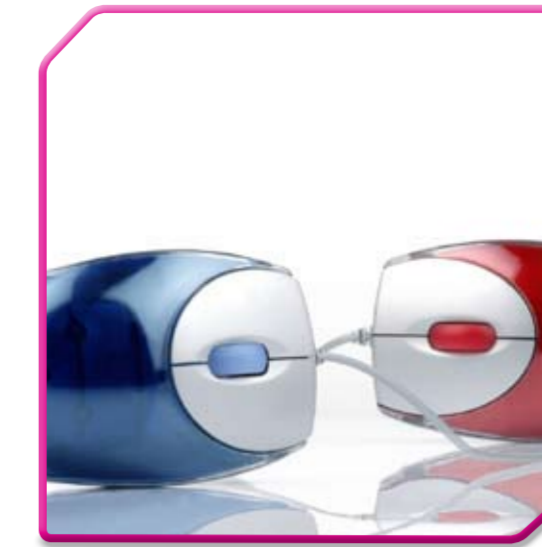


Case Study 1: **Customer Experience**



The client issue

The client - a leader in telecommunications network equipment and services - was facing **decreasing revenues, difficulties in achieving further cross selling opportunities** and an increasing level of **negative feedback** from its customers.

They wanted to understand:

- reasons for low customer satisfaction and retention
- employees' perceptions of their own ability to fulfil customer needs
- required changes in current processes to improve customer relationships.

The TNS approach

TNS recommended using the TRI*M methodology to **assess the customer experience**. The research primarily focused on one of the client's key accounts, with more than 200 customers from various divisions of this account being invited to take part in the online survey.

In addition, TNS suggested conducting a **'Mirror Analysis'**, to compare the customers' evaluations with the provider's own perceptions of the quality of service offered. More than 50 employees of the IT company servicing this key account were thus invited to self-assess their performance.

The outcome

TNS conclusions and recommendations

The research confirmed the low level of customer retention, with a TRI*M Index of 27, clearly below that of its competitors (TRI*M Index average of 63).

The 'Mirror analysis' revealed that the IT company's employees overestimated the quality of their project management.

TNS followed up the research with an **action development workshop**, which showed that ineffective project management was caused by an unclear assignment of tasks and responsibilities between the onsite project management team and sales representatives.

Next steps

- Responsibilities were defined more clearly resulting in improved customer relationships
- Results were shared with their customer to demonstrate partnership and transparency.

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