

# Case Study: Customer Satisfaction / Customer Intelligence Study for a US Manufacturing Firm

## PAIN POINTS

- In 2014, SIS conducted a study for a major US player (“client”) in motion and fluid control technologies
- Coping with **declining sales** –as most of their product offerings were sold through catalogues and paper products– there was an urgency to turn this around
- A **customer satisfaction/customer intelligence study** was conducted to determine how the client’s customers find them and how these customers purchase products



## RESEARCH METHODOLOGY

- SIS was commissioned to conduct a **customer satisfaction/customer intelligence** to determine the customer’s purchasing behavior and additional preferences
- **Interviews of 10-15 minutes** were scheduled and completed with N=50 customers and N=50 non-customers
- SIS successfully delivered and presented an **analysis** and **actionable recommendations** to the client’s executive management and CEO



## FINDINGS

- SIS found that customers increasingly preferred to purchase using **online methods** – the client was weak in this area
- While 38% of the customers found the catalogue to be valuable, they **preferred to purchase using online methods**



## STRATEGIC DECISIONS MADE

- The client **developed and augmented a new website** that included their product offerings
- They **launched a sales program** to support the online platform offerings
- A **feedback loop was put** in for the customers to continually give suggestions to the website
- The client realized an **increase of sales of 10%** in one year since the launch of this digital program

