

Customer Satisfaction analysis for an engineering company after it took over a new business area

Task

Following the acquisition of a new business unit in the field of the mechanical process engineering the parent company noted that there were issues in the way orders were placed and that there was too low of a percentage of placed orders to offers quoted.

Using a survey they want to determine the reason for this situation from customers and potential buyers. We were to determine the customer's and potential buyer's needs, for what reasons they choose the competition and in what way the company can rectify this situation.

Objective

To determine the weakness of the company – in outer perception, production, quality or the sales department using a customer satisfaction survey.

Identify the company's strengths from the customers and potential customer's point of view . Also, to identify deficiencies of the business unit related to offer preparation, certification, quality or product range.

Ensure and increase the organic growth of the business unit and better position the company in the market as a result of the satisfaction survey.

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Methods

- ◆ Meet and interview the managing director and the staff of the executive level.
- ◆ Develop a questionnaire to determine the current satisfaction and the improvement potential.
- ◆ Personal interviews with customers of the company and its potential buyers (mostly on the telephone, some “face to face”).
- ◆ Evaluate and issue a final report with recommendations.

Result

The satisfaction survey showed that both customers and potential buyers appreciated the high quality, durability and reliability of the machines, and also the excellent service. The machines are positioned in the high-price segment, whereby price-sensitive potential customers may explore other options. We determined that offer preparation took too long. As a result, potential customers were lost due to the waiting period. We recommended that the company stress the value proposition of the machine and the resultant increase in customer benefit. We also stressed that the company satisfy all other customer needs. This allowed for a long-term market position.