Customer Satisfaction Surveys
Customer Satisfaction Surveys: Understanding the customer experience

In today’s highly competitive business landscape, understanding customer’s needs, preferences and overall satisfaction is paramount to success. One of the most valuable tools for gaining valuable insights into the customer experience is a well-designed customer satisfaction survey.

Customer satisfaction surveys play a pivotal role in market research by providing a systematic and structured approach to gathering feedback directly from customers. Doing so allows businesses to identify areas of strength and focus points that require improvement, allowing for informed decision-making and strategic planning.

Some of the key insights that can be obtained from customer satisfaction surveys are:

- Overall customer satisfaction levels,
- Identifying areas for improvement,
- Customer loyalty and advocacy,
- Competitive benchmarking,
- Trends and changes over time.

With Conjointly, you can design and conduct quick delivery comprehensive customer satisfaction surveys tailored to your unique business needs.
Disguised case study: Customer Satisfaction of coffee

Business Problem

- Coffee Co is a global producer of coffee who wants to gauge customer satisfaction of their product to inform their business strategy.
- By measuring customer satisfaction, Coffee Co aims to uncover which attributes of their product need improvement to attract and retain customers.
- Furthermore, understanding where customer satisfaction is strongest will help inform future marketing campaigns.

Research Approach

- Coffee Co performed a customer satisfaction survey looking at 12 unique product attributes. For these 12 attributes, Coffee Co measured the overall importance to customers as well as customers' satisfaction specifically for their product. Coffee Co also assessed the Net Promotor Score (NPS) for their product.
- In addition, Coffee Co evaluated brand awareness and purchase intent, as well as general information around occasion and frequency of coffee consumption.
- Findings were immediately available upon completion of the project.

Outputs and outcomes

- Comparing importance vs satisfaction highlighted that promotions are particularly important to customers, but Coffee Co is scoring below average on satisfaction.
- Coffee Co should therefore increase efforts to provide attractive promotions to customers as this will improve overall satisfaction.

Note: This example is disguised to protect confidentiality of the client. However, it gives a realistic picture of a typical project with us.
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Outputs and outcomes

• Coffee Co’s product has a good NPS score, showing that they have more advocates (promoters) than critics (detractors) for their product, but there is still room for improvement

• Asking respondents how they would improve Coffee Co’s product if they were in charge confirmed a focus on competitive pricing

• Coffee Co should leverage its strong quality, brand and roast to gain a competitive edge

Use cases and caveats

• Customer satisfaction surveys are a great way to understand your customers and help inform business strategy to increase the customer experience, promote customer loyalty and drive growth

• Consistent customer satisfaction surveys allow you to benchmark your brand’s performance and track whether any changes have had the desired effect on customer satisfaction

• The importance-satisfaction analysis has been validated by robust scientific research in a plethora of different fields

• Adding an NPS question to a survey can be a great way of assessing customer loyalty, however, it does not explain why you get the results that you do, or how you should change to improve your score. For these questions, a customer satisfaction survey that measures both importance and satisfaction of different attributes can be a solution

An NPS score between 0% and 30% is considered good, with some room for improvement still

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