



## COMPETITIVE POSITION IN CUSTOMER SATISFACTION

### THE CLIENT CHALLENGE

Our client, operating in 20 countries worldwide, was looking for information on their competitive position in Customer Satisfaction. In addition to that, the client also wanted to receive actionable insights that could drive improved performance and sustainable growth.

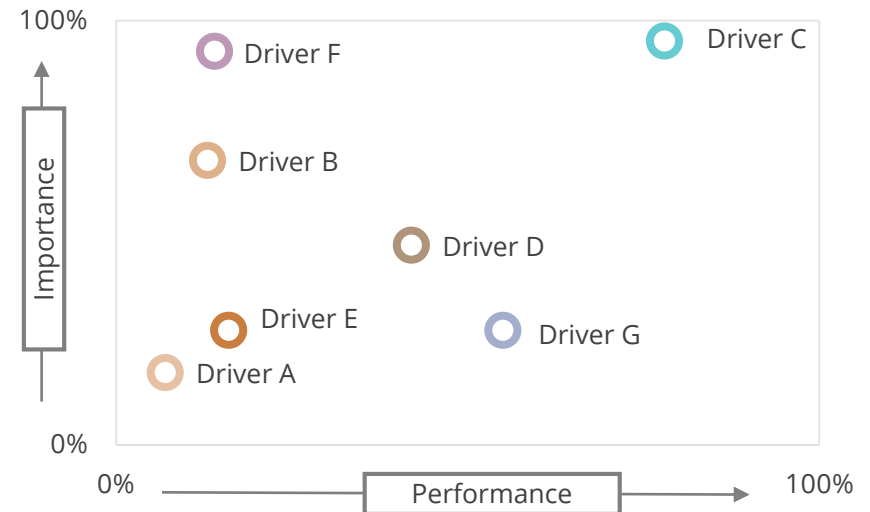
### THE GEMSEEK APPROACH

Through advanced business and statistical analytics we assessed the drivers' importance based on their impact to NPS and compared the client's competitive performance to the market average.

Based on that analysis and taking into consideration the client's industry and overall business model we were able to recommend key improvement areas.

### THE DELIVERABLES

We presented to the client a report detailing the drivers' importance in increasing NPS as well as specific actions assigned to certain departments, meant to improve performance.



DRIVER	STATUS AND ACTION PLAN	DEPARTMENT
Driver A	Low importance & Low performance: Monitor driver and work towards improvement of performance	Action required from Department "X" and "Y"
Driver F	High importance & Low performance: Top priority; detailed improvement action plan	Departments responsible: "X", "Y", "Z"
Driver C	High importance & High performance: Monitor and maintain	Department "X"
...	...	...