

Driver analysis and importance mapping: Providing actionable insights for improvement



The Client challenge

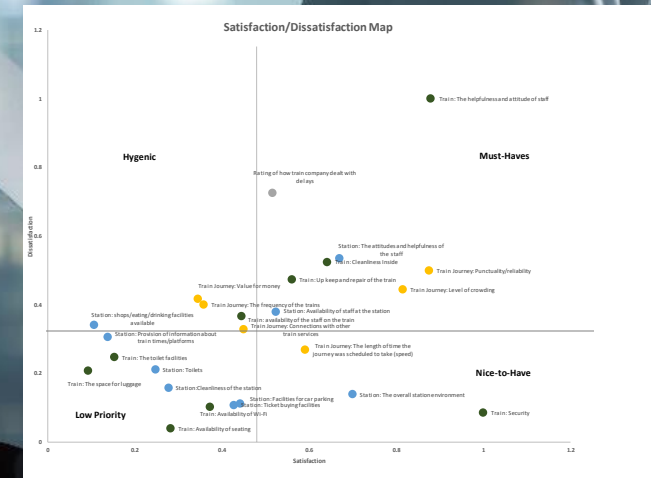
- Our client needed to quickly understand which were the factors which had the greatest influence on client satisfaction and ticket purchases

The GemSeek Approach

- Our team deployed a series of analysis to find a statistically-significant relationship between their NPS score and other business KPIs used by our client to monitor performance.
- We developed a station improvement impact model (SIIM) with scenario capabilities to identify how station improvements would affect the customer's brand perception and satisfaction.
- Strong relationships between NPS and KPIs such as Frequency of Purchase (Promoters purchase 83% more often), Station Quality (Promoters purchase 127% more), Price (Promoters pay 2% more on average) and have 3.5x larger lifetime value compared to neutrals and 12x to detractors.
- Model done for Online purchases and 3rd party vendors as well.

Impact

- The SIIM results were used to create scenarios for improvement and to identify the specific touchpoints where customer experience improvement had the highest impact on KPIs to prioritize investment there, which in result lead to a substantial increase in ROI.



KPI	Break group	Cross-break
Overall train satisfaction	Overall	Overall: Total GWR
Current KPI value:	81.0%	
Target:	85.0%	
Simulated KPI value:	80.3%	Reset
Sample size N:	17,274	

Top 10 most important metrics	Current satisfaction	Target satisfaction	Priority	Recommended Action to meet target	Implement	Ignore
Train: Comfort of seating area	74%	74%	2	Improve by 3pp	Implement	Ignore
Train: Temperature of carriage	75%	75%				
Train: Smoothness of ride	76%	76%				
Train: Upkeep & repair (train)	73%	73%	3	Improve by 3pp	Implement	Ignore
Train: Overall cleanliness of train	72%	72%				
Service: Punctuality / reliability	67%	67%	1	Improve by 5pp	Implement	Ignore
Train: Sufficient room	72%	72%				
Train: Cleanliness (train interior)	72%	72%				
Station: Ticket purchase process	83%	83%				
Station: Provision of information (station)	80%	80%				