

Competitive CX Benchmark & Analytics

THE CHALLENGE

Our client, a global MedTech leader, was running a competitive CX measurement. They wanted a partner to help them improve the design of the program and execute the measurement on an ongoing basis, whilst also delivering advanced analytical solutions leveraging all internal data.

OUR SOLUTION

We designed a new competitive NPS measurement and NPS rulebook for medtech survey design, samples, target groups and respondents. The team also connected insights from the competitive study with insights from transactional and relational NPS. The new measurement aimed to improve accuracy, actionability as well as cost efficiency.

THE RESULTS

After the implementation of our suggestion for the revamped program, the company got greater visibility of their competitive position to help drive initiatives forward. This led to NPS improvement in 9 of its 12 core markets and subsequently solid revenue growth.

