

Bsquared understand that outstanding customer experience and excellent client relationships are crucial to the future profitability and success of an organisation

What we do

We know that successful companies are those which have the customer relationship at the heart of their business strategy. As customer and stakeholder relationships become more and more complex, better customer engagement is required.

We help and guide B2B organisations to effectively use the voice of the customer; we design and deploy the tools necessary to obtain powerful insights and produce actionable data to drive business performance and improve customer loyalty.

There are proven, quantifiable benefits:

- Stronger customer relationships
- Increased share of wallet
- Improved retention
- Product and service innovation
- Create business winning opportunities
- Reduced risk

How we help

We work as part of your team focusing on understanding your needs, the outcomes required and the most effective data gathering method. We use a range of tools from standard customer satisfaction surveys through to in-depth reviews with your top customers. Our analysis creates insights that help you become aligned with your customers, evaluate their strategy, predict their future plans and where you fit in to them.



Bsquared success

We have over 20 years' experience helping our clients with their customer engagement. They value the fact that we are independent, impartial and welcome our flexible, pragmatic approach. Our clients are diverse, we work with large multinationals through to medium-sized companies, not-for-profit organisations and trade associations.



Airbus group has used Bsquared since 2004 to provide a framework to improve customer engagement across all businesses throughout Europe. The changes implemented have resulted in measurable improvements in customer confidence



BT use the quantifiable sales data provided by Bsquared to measure the value of their Technology Showcase facility and its contribution to revenue growth



St John Ambulance gained access to key accounts and built relationships that identify new opportunities and deliver revenues to support their charitable activity



Trade association ADS need to ensure that they are providing the services that satisfy their Members' needs. The Bsquared programme gives a clear strategic steer to the activities valued by the Membership



BAE Systems used Bsquared as the foundation of their worldwide 'Customer Voice' programme for over ten years

Daher used Bsquared to run a customer survey to understand perceptions of the brand and to provide direction to move the company forward



Insights gained from the customer satisfaction survey set up by Bsquared gave clear direction for Satair to put in place actions to achieve ambitious growth targets



Feedback from customer satisfaction survey incorporating NPS (net promoter score) verified what organic, baby foods supplier Ella's Kitchen was doing well and gave ideas to improve service to retail customers