



Much more than a standard CSAT survey

Bsquared survey delivered vital customer engagement data



Satair Group's customer survey not only provided a gauge of customer satisfaction, it also delivered key information about levels of customer engagement. With increased response rates and clear analysis, Satair Group was able to rapidly implement recommended actions.

THE SITUATION

Satair Group recognised that improving customer satisfaction and loyalty was crucial to achieving rapid and ambitious company growth targets. Measurement of this was key. Asking the right questions was critical.

Requirement to measure not just customer satisfaction but also customer engagement

Starting with the fundamentals, the company needed to evaluate customer satisfaction with basic services to create a clear picture of performance and establish improvement actions.

Further to this, the management team wished to generate an understanding of customers' experience of working with Satair Group to produce insight and intelligence to support their business winning activity and strengthen their competitive position.

THE SOLUTION

Measuring the competitive advantage

As the requirement was for more than a simple gauge of the overall strength of the relationship, the survey provided a measure of the competitive advantage customers feel Satair Group services bring to their business. This facilitated an understanding of why particular ratings had been given. Previous surveys had focused on NPS and used a 'willingness to recommend' question. Whilst this was incorporated into the survey, the objective and design was to probe deeper and provide more actionable insight that would deliver improved results for the business.

Previous response rates had been low and needed to be improved. Customers needed to experience a smooth process when responding to the survey. Operating to tight timescales, the survey needed a rapid turnaround and required the project to deliver support for action identification, planning and tracking.

RESULTS

Bsquared devised and approved the survey with the client within agreed timescales. Tight project management and follow-up resulted in an uplift in the response rate over previous surveys which Satair Group were delighted with.

Bsquared delivered on time, to target and with an increased response rate

Action planning is always key to a Bsquared programme

Action planning workshops with Satair Group key decision makers and function heads provided pragmatic data on competitive comparisons. Bsquared produced 'Priority Action Matrices' for individual functions which identified urgent actions, strengths to capitalise on and opportunities to differentiate. The client found the clear direction given and practical nature of these workshops vital for rapid implementation of improvement actions.

“Bsquared’s quick response and accurate interpretation of our requirements delivered the Customer Satisfaction survey we needed. The results provided the company with an understanding of our customer’s experience of working with us. The insight gained has given us clear direction about actions needed to achieve our ambitious growth targets”

***Philip Moustgaard Knudsen
Head of Marketing & Communication
Satair Group***



Satair Group, an Airbus subsidiary, is a global provider of aftermarket services and solutions for the civil aerospace industry. The company distributes more than 500,000 different aircraft parts and offers parts management, parts services and parts support for all types of aircraft customers and suppliers. With over USD 1bn in revenue Satair Group’s vision is to become the global market leader in the civil aircraft parts management.



About Bsquared Consulting:

Bsquared has over 20 years’ international experience in providing leadership, advice and support to our clients’ Customer Relationship Management activities. We specialise in helping organisations to improve and develop their business relationships and provide the means to discover the factors which will drive and transform customer and stakeholder relationships. We achieve this using a range of industry leading and internationally proven tools to create a step change in business confidence in organisations.