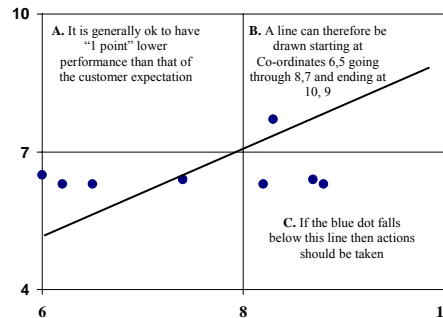


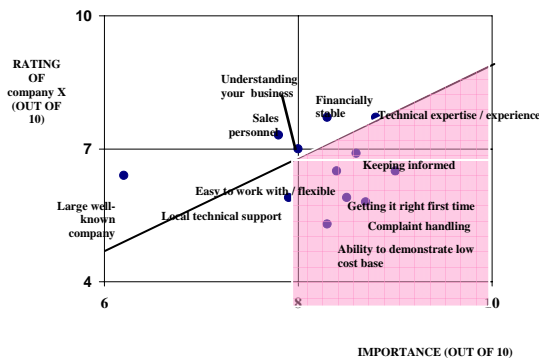
Brand value drivers / Customer Satisfaction

The following research was done for an industrial company to understand the dimensions of customer intimacy and the company’s current position as perceived by its customers. Much of the underlying theory was based on “The discipline of Market Leaders and The New Market Leaders” by Michael Treacy & Fred Wiersema. In this particular case, the chosen strategy (or discipline) by the company was customer intimacy (out of customer intimacy, product leadership and operational excellence).

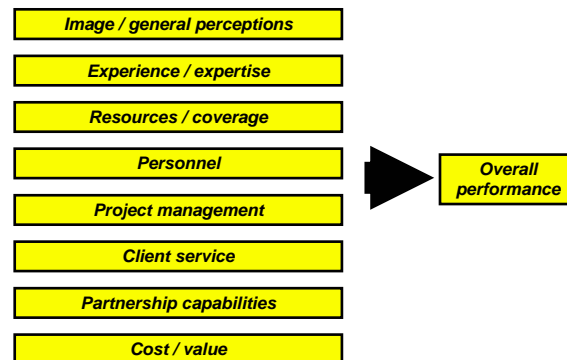
The way I decided to go about this particular research was to first understand what the attributes (unaided and aided) of business relationships were and then have customers rank these by importance while at the same time rank the performance of the company relative to the competition and expectation.



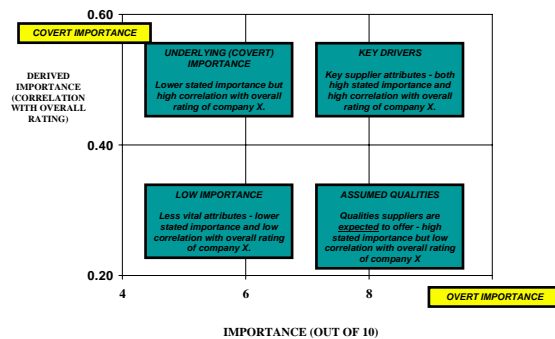
This allowed me to create an importance vs. ranking grid as shown below.



Due to the large amount of different attributes, I also grouped all attributes into “higher level buckets” and then created a grid for each of these buckets. In this particular research, the final grouping is shown in the following chart.



In the next step, to better understand the specific areas of strength and weaknesses, all the attributes were organized in a 2-by-2 “correlation” matrix where each attribute was statistically correlated relative to the overall rating of the company. The basic building blocks of the matrix are shown in the next chart.



Not only using this methodology enabled better understanding of the data, it also provided an effective way of communicating with the organization and the company management.

In summary, it can be said that providing some measurements around the three disciplines doesn't differ much from generic customer satisfaction / loyalty research, but as always with a vast amount of data it comes down to distil this down to meaningful and actionable information.

The four quadrants are:

- 1) Underlying importance / strength. These are rated as lower importance by customers, but the company is perceived as strong.
- 2) Lower importance. These are rated as lower importance by customers and in addition these show a low correlation with the company.
- 3) Assumed qualities. These are attributes perceived as important, and more or less expected by customers, but show a low correlation with the company.
- 4) Key drivers. These are both important to customers and show a high correlation to the company, and are therefore, important drivers of loyalty for the company.