

Growing B-to-B Customer Loyalty

A Health & Wellness Organization's Customer Feedback Success Story

THE CLIENT

A leading health, wellness, and disease management organization with more than \$600 million in annual revenue. After twenty-five years in business, they are poised to take their sales to the next level.

THE CHALLENGE

"Why were some clients' sales soaring, while others were walking away?"

Pressure for growth was coming from the top down; the company was maturing and needed a more robust way of identifying customer satisfaction and future buying behavior. Why were sales with some customers soaring, while others were walking away? How could the company grow while facing so much turbulence?

One thing the team knew was that listening to the voice of the customer was critical to build relationships, increase loyalty, and uncover key trends. The question was how could they gather information that would actually help them make data-driven decisions? Their past experiences with customer surveys had fallen short in generating useful information about new opportunities, current sources of conflict, and future market trends. The client also wondered what the marketplace, beyond their current customers, was thinking and how they could gain more market share.

THE SOLUTION

"This helped us reach out to key decision makers ... we wouldn't have collected this critical information with this process."

First, E.G. Insight met with the client to hear their immediate needs and frustrations. Using the client's input and E.G. Insight's experience in designing customer research, the group devised a plan to determine how the client could get the greatest potential payoff for their customer feedback efforts, time, and money.

The feedback design team, consisting of members from the client and E.G. Insight working side-by-side, came up with a two-tiered approach:

1) Phase 1: Market Study

Key prospects were identified by the client and a series of phone conversations were conducted by E.G. Insight researchers. Results were designed to gather market trends, impressions of the client in the marketplace, and other key issues.

2) Phase 2: Customer Survey

Mid-level key influencers within customer organizations were given a customized online survey, which was targeted at identifying and resolving operational and tactical issues.

Customer Review Process (CRP® feedback process): Critical contacts at the client's most important customer organizations were identified, then client personnel conducted in-depth face-to-face interviews. Interviews were customized to both build relationships while also gathering critical data to drive strategic efforts.

THE E.G. INSIGHT ADVANTAGE

The collaboration of the E.G. Insight and the client's team resulted in a comprehensive approach to gathering and analyzing feedback that was targeted to their specific needs. Reaching out to key prospects as well as multiple levels of contacts at current clients reinforced the client's commitment to listening and acting on the needs of the client.

Beyond gathering data, E.G. Insight also helped the client by conducting customized analysis, reporting the critical insights, and guiding powerful action planning sessions.

THE RESULTS

The action planning process used the data to pinpoint areas in need of immediate action, as well as larger scale initiatives. The team developed a plan to address both these needs, and used the customer and marketplace guidance to make sure their strategy and tactics were on solid ground.

Proof of a positive outcome for the client can be seen in their increased business and customer loyalty, as well as their ongoing relationship with E.G. Insight.

According to those responding, the customer reviews had the following immediate results:

- 88%** Enhanced communication with a current customer
- 41%** Identified an idea for a new or improved product/service
- 35%** Gathered customer feedback to use in future proposals
- 12%** Strengthened a relationship with an at-risk contact

Comment from the customer:

"This has been worthwhile. It's good that you want honest feedback, and it helps build the partnership."

About E.G. Insight:

Customers, employees, suppliers, stakeholders, and alliance partners all have plenty to say about your business. Are you really listening? E.G. Insight helps Global 1000 companies develop and implement feedback processes that yield a better understanding of the current health of critical business relationships, and further assists customers to use that data to make better business decisions and guide organizational improvement.