

A CUSTOMER SURVEY WITH A 49.1% RESPONSE RATE?

Where do you get one of those?

With us, of course. But – we'll be honest with you – in this case, all the conditions were right.

In this case, the customer was a typical hidden champion, globally well positioned, but up to then very rational when it came to its brand image and communication. Precise, diligent, efficient – those were the kinds of words the company used to describe itself in the brand workshop. Yet, it wanted to be perceived as inspiring, imaginative, ingenious, creative.

It had the courage to change. And, crucially, a lot of belief in itself. This came through in the brand workshops and was leveraged in the customer survey design.

The customer survey asked very specific questions about satisfaction with the customer relationship and the common emotional denominators. The above terms were just some (and the less specific) of the terms propounded to customers and from which they could choose among to state what they personally value.

The survey was sent out in six languages to a sample of more than one hundred international customers in the form of an interactive PDF by the company's contact persons. This meant that there was a high level of personal involvement from the outset – and this is in a sector in which time is more of the essence than in all other tight-schedule sectors.

Around a third returned the completed document immediately; 15% returned it later. 16% also said they'd be willing to have a phone interview with us, the contracted agency. These interviews were scheduled, conducted, recorded and evaluated across different time zones.

The result: The repositioning of our customer was a complete success. The customer survey gave unique insights into the customer relationship that the sales team – and this was and is an excellent sales team – had never achieved before. The survey itself, including and in particular in the direct telephone component, was perceived by the customers as an image-related activity and as the announcement of a new brand image, which was then highly anticipated and met with an incredibly positive response (confirmed by a second quick poll).

The survey was a complete success for the company. In this case, the requirements for a new, emotional positioning were defined in a step-by-step process in brand workshops and tested in the customer survey. The suspense was built up, and was maintained until the campaign kick-off.

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