

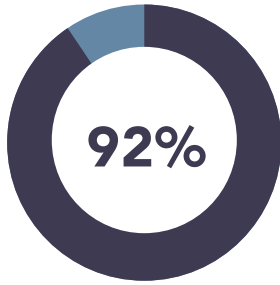
# ▼ The impact of **poor customer insights** in the manufacturing industry



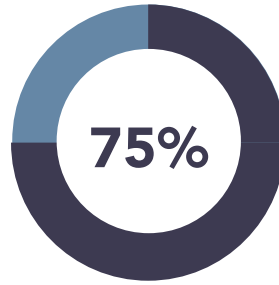
Poor customer insights



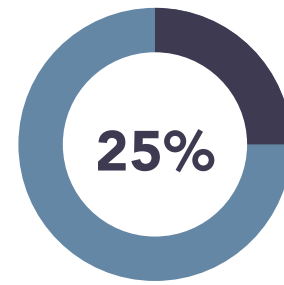
Poor results & missed opportunities



92% of the consumers say they no longer want to do business with a company that offered bad service one to three times.



75% of the new products fail because they don't match the wishes of the customer.



Satisfied customers are willing to pay up to 25% more if the service improves.

## Our solution in steps

AlphaRainbow provides customer insights by conducting customer satisfaction surveys. With a personal approach and concrete recommendations based on facts, you can make informed decisions for the future.

### Preparation

1

Among other things, drawing up the questionnaire, completing the customer database and setting up the online environment.

### Performance

2

We send out the survey. The online tool provides real-time insights into the results and provides the options to compare between your different locations/BUs.

### Analysis

3

We analyze the data by using statistical methodology. After this, a report is drawn up and we give concrete recommendations.

### Implementation

4

We help your organization with the implementation of the recommendations.

## Satisfied customers ensure

Improving customer satisfaction results in increased sales, reduces costs in serving customers, ensures more customer retention and more word-of-mouth recommendations.



85% more customer retention

15% more revenue

20% less costs

83% more recommendations

Sources: Emerce (2019), Sproutsocial (2019), Klantgerichtondernemen (2014), Telenet (2020), Qualtics (2019), Nielsen (2019)