

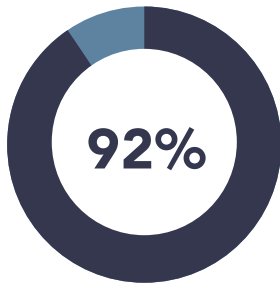
▼ The impact of **poor customer insights** in the manufacturing industry



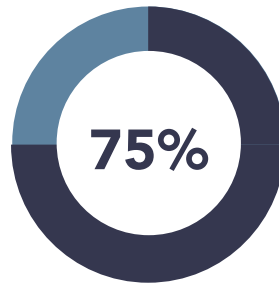
Poor customer insights



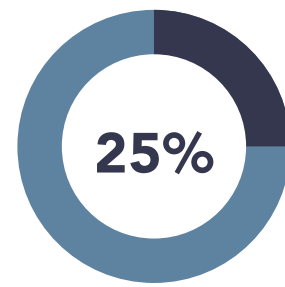
Poor results & missed opportunities



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)