



## Case Study

# Loyalty and Touchpoint Surveys

Finding the pain points of energy and commodities analytics buyers

### The Challenge

Our client, a provider of energy and commodities information, had been running a global CX programme for several years and wanted to refresh the existing programme / questionnaire and capture greater insights through enhanced analytics by working with B2B International. The ultimate end goal was to use the research to identify what “best in class” looked like and to help the client understand where it should focus its attention and resources to get there (setting realistic benchmarks).

## The Solution

We ran an online survey (as had the incumbent supplier of research) but we updated the questionnaire. There were several hundred customers who responded to the survey and a few of these were carried out over the telephone. We built in the added option of telephone interviews to capture more insights through open-ended responses on the specific reasons for scores and to obtain more detailed actionable feedback from customers on the changes required.

## The Insight

The research identified a number of specific pain points in the customer journey and actions to take across all of these including improving pricing and bundling options and flexibility, and making website improvements alongside specific commercial and service improvements.



The research also highlighted that current resources were focused on global majors and strategic accounts, whereas there was an opportunity to extract more value and “upsell” to a middle tier of customers who would be willing to pay for additional services if they were better informed about these.