

MEGIN



Case Study

MEGIN

Optimizing MEGIN's customer experience for their diverse mix of customers by measuring customer satisfaction across the entire buyer journey and identifying key actions to futureproof this experience.

The Challenge

Many businesses appreciate the importance of conducting research to better understand their customers' experience throughout the entire buyer journey, recognize strengths and identify areas that require improvement. However, for some B2B organizations, this can be challenging.

MEGIN, a leading provider of magnetoencephalography (MEG) neuroimaging devices has a diverse customer base in clinical and academic settings around the world. The devices themselves are a significant investment with a long lifetime. Some customers who were involved in the initial purchase of their MEG device and dialogue with the MEGIN teams have long since left their business, retired or moved elsewhere. There are also a range of different contacts and departments within an organization that may have engaged with MEGIN – either during the initial purchase of the device, or day-to-day usage and maintenance. With these challenges in mind, and a desire to measure satisfaction across the customer journey, MEGIN approached us to conduct independent research with their customers across the globe.

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The Solution

Our fieldwork team conducted interviews with over 60 MEGIN customers, making this the largest survey of its kind that had ever been conducted by, or on behalf of MEGIN. To maximize our reach, we adopted a mixed methodology. We conducted semi-structured telephone interviews with a large proportion of customers, inviting them to share feedback including open-ended answers that provided context for the scores and ratings they gave MEGIN at each stage. This was supplemented by an online quantitative survey, to be completed by customers who were short on time to complete a telephone interview but were still keen to share their feedback. Contact details for all organizations that we approached were provided by MEGIN and, in some cases, we were able to source additional respondents within an organization once we got through to the first contact. This allowed us to gather the view from people who were involved at different stages of the customer journey.

The Insight

The research provided MEGIN with a comprehensive overview of their performance at each stage of the customer journey, with detailed feedback and recommendations provided for each stage. We were also able to identify and provide feedback on key areas that was specific to specific regions and company types.

To allow MEGIN to easily explore these differences and focus on specific stages of the customer journey, we developed an interactive tool where users could filter the research by different categories and access the feedback that was most relevant to them. Additionally, to facilitate the sharing of research findings to the whole organization, we created a visual 'one-page' infographic that shared the key headlines and findings of the research, to be easily digested at a glance.

Testimonial

"We had a fantastic experience working with B2B International. The team were excellent in supporting us throughout the entire process of question design, field work, analysis and presentation of results." – MEGIN Marketing team.

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