



Customer Satisfaction and Loyalty Management

Are they interconnected?

Customer Intelligence

The need for measuring and managing customer satisfaction

To thrive in today's competitive market scenario, businesses rely on their ability to maximize customer retention by improving customer satisfaction. This holds true in all industrial segments, especially in the customer service oriented segments, where the success rates are determined based on the business's ability

to generate high levels of repeat business from their existing customer base.

Infiniti's **'customer intelligence'** solutions help you enhance customer engagement across all channels. Thereby, helping you improve customer satisfaction and loyalty.



Discovering where you stand in meeting customer expectations through a targeted customer intelligence program can be extremely helpful in devising specific tactical solutions for improving customer satisfaction.

Customer intelligence solutions play a key role in identifying and segmenting dynamic customer profiles by analyzing datasets from several sources across the organization.

Why should you consider customer sentiments?

Socializing customer sentiments across the organization and making it a systematic part of tête-à-tête is a vital ingredient for any successful customer management

program. It can help the sales team understand the key value drivers that resonate most with customers while enabling the product development team to prioritize roadmap initiatives.

Some benefits of customer satisfaction and loyalty management programs:

- ✓ **Increase Customer Lifetime Value (CLV)**
- ✓ **Build personal relationships**
- ✓ **Generate brand advocates**

Steps to keep your customers satisfied and loyal:

Reward existing customers through incentives and loyalty programs

Offering personalized services to customers on every visit helps your organization to enhance customer relationship. You can go a step further by implementing rewards and loyalty management programs to appreciate customers and encourage sustained patronage. For example, a point rewards system offering huge discounts on special occasions is easy to implement and also encourages the customers to stay loyal to a particular brand.

Leverage your social media presence to connect with your customers

Establishing your brand's identity across various social media platforms is essential to reach out to a huge customer base. Building an online community to engage with your customers also plays a major role in enhancing customer management. Apart from customer feedback - albeit not all of them are helpful - it also helps your customers connect with the brand. Launching contests, featuring creative fan contributions, and crowdsourcing ideas are a few other ways by which an organization can connect with their customers.

Understand your customer's preferences and offer what they need

Apart from the insights gained from the customer's demographic data, it is essential to imagine what a day in their life would look like to ensure that your brand can be a part of it. While it is essential to consider your buyer personas and target market, it is equally important to contemplate the different factors which affect their purchasing decisions. Though social media is a key influencer, the factor that has the most bearing in their final decision depends on how a certain product or service impacts their life.

LATEST INSIGHTS



All Eyes on “Customer Experience”: Trends to Be Prepared for in 2018

Success in the field of business is no longer only about the amount of profits that you generate. Current demands and trends call for companies to place customer experience ahead of the sales motive. So, what are the top customer experience trends that are expected to hit the markets in 2018?

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Customer Segmentation Study: How Infiniti Helped a Renowned Client in the Private Banking Sector

In our latest engagement, we assisted a leading private banking sector client improve customer satisfaction levels by 10%.

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Success Story

Customer Segmentation Study for a Private Banking Firm



Challenge

A renowned private banking firm, wanted to define and target the best prospects and adequately allocate resources to meet the business requirements.

Benefits

The private banking firm was able to understand the preferences of the customers and accordingly allocate their marketing resources to gain the desired results.

Insights

With the help of in-depth qualitative insights, the client was able to identify the profitable segments and develop marketing and pricing strategies to drive value.

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About Infiniti Research

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation.

With a team of 500 researchers spread across four continents we are able to understand diversity in local behavior and business environment, overcome language complexities, proactively identify complex multi-level regulatory issues, and obtain high-quality information on private companies. By using Infiniti as your research partner, you can supplement and augment your internal resources on a flexible basis, increase the productivity of your team, and simultaneously cut costs.

Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.



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