

Feedback Insights – A Customer Success Perspective

Customer Success Stories – A Sample

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We are a B2B Focused Research-Based-Consulting Firm



2800+
Global CXO
conversations annually




600+
Person Years of
Consulting Experience



90%
Repeat Clients



700+
Engagements
In the Tech Sector



Our DNA
while rooted in research,
is focused on providing
tangible results

“Feedback brings in a quality of consulting based on research that is second to none”

CEO, US \$ 12 Billion Technology Services Organization



“Feedback Insights’ research alerted our firm about competition in a few of our key accounts. The EX™ Index worked as ‘an early warning signal’; helping us manage customer attrition”

Chief Risk Officer, Global Tech Services Major

We work with leaders across segments



we work with some of the best names across the world

Our proprietary Ex® framework brings the right lens on customer experience

Future focused with insights on changing customer **priorities** and **upcoming trends**

Extensive **Domain expertise** leverages a library of questions and business priorities; **customizable** for each organization

EX® framework empirically aligned to business outcomes: growth & retention



Our customers benefit from our domain expertise, benchmarks and actionable insights

- 50% reduction in client attrition based on the early warning signals provided by us.
- 82% of client accounts saw accelerated growth, due to our actionable intelligence based on their customer dynamics.
- Raised the bar with CX benchmarks, that's based on insights from 70 Tech Leaders covering 10 industry segments and 6 markets.

Customer Success – Case Studies

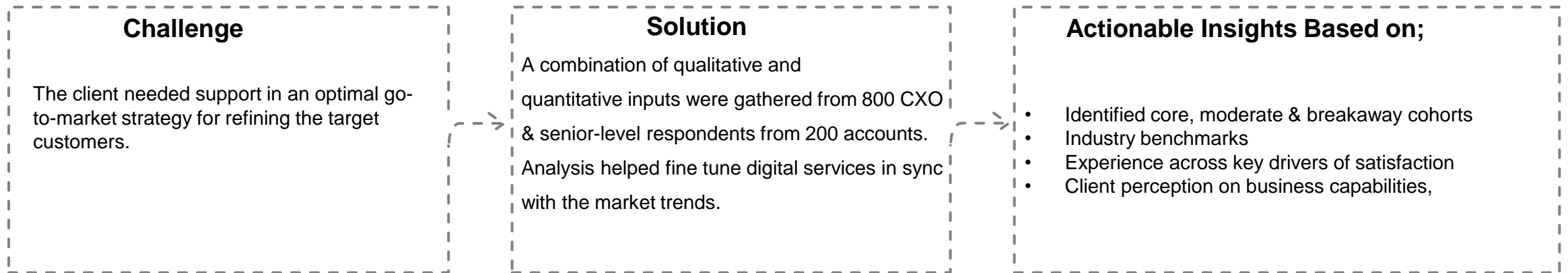
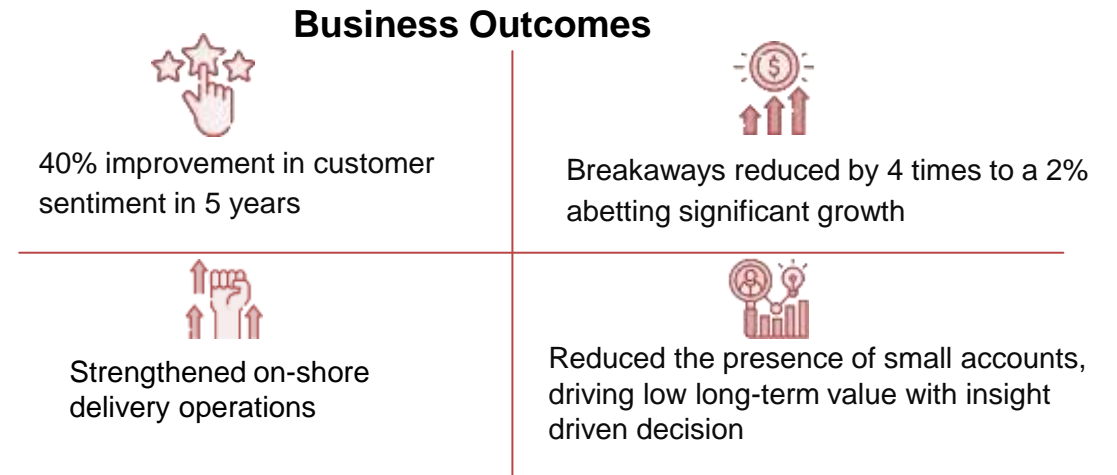
Listening Right



Case Study: Improved Customer Engagement for a Leading Tech Services Firm

Tech Services Firm improves customer sentiment and reduces attrition with Customer Focused Insights

Feedback Insights empowers tech services leader to enhance customer delight and increase revenue through the eight-year long relationship.

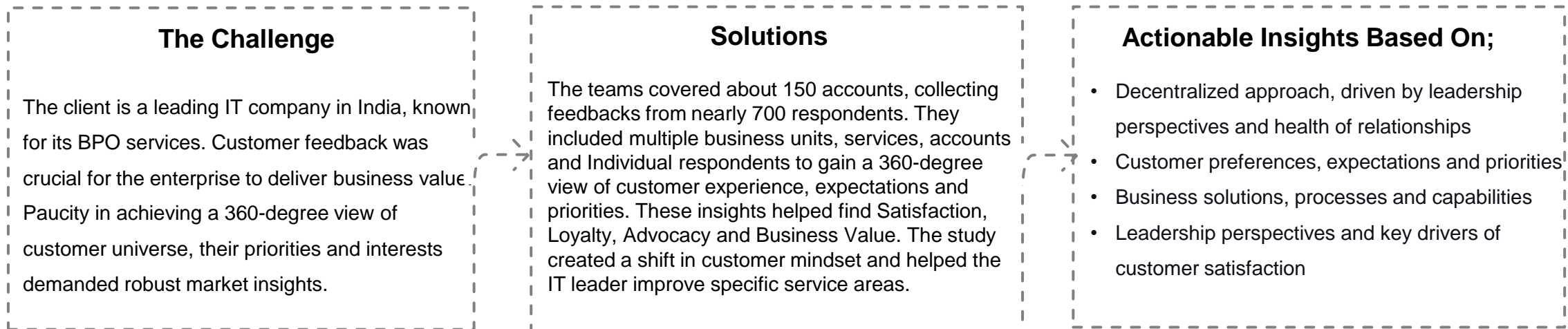
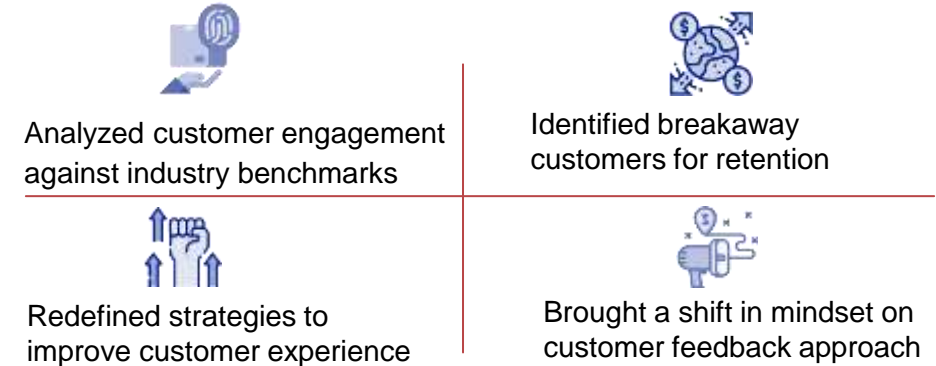


Case Study: A Holistic View of Customer Satisfaction for Leading IT Services Major sets course for the right actions

Indian IT Services Leader Gains Holistic Customer Satisfaction Scores with Feedback Insights EX

Feedback insights delivers a holistic assessment of customer behavior, process performance and service acceptance for leading Indian IT support enterprise. The insights analyzed gaps in delivering value driven solutions and identify customer priorities to improve services. The satisfaction scores as per EX Index helped the client set a benchmark in the industry.

Business Outcomes



Case Study: Optimal Brand Positioning for Global Health Tech Major

Health Tech major Uncovers Market Expansion Opportunities with in-Depth Research and Analysis

Feedback Insights delivers three-pronged brand assessment study with quantitative and qualitative assessment, surveys, personal interviews, in-depth analysis and actionable insights reporting.

Insights for Market Research



Established brand positioning as Health Tech Major



Enabled market, service and product expansion



Strengthened on-shore delivery operations



Refined social media strategy with incisive insights

The Challenge

The client is a healthcare technology leader with operations across the globe. Creating a sharp competitive differentiation in a fast-saturating market demanded a nuanced approach. They needed actionable insights to win the customer trust and expand services.

Engagement Objectives

- Understand the positioning in the marketplace and with internal stakeholders.
- Assess brand strengths and limitations
- Identify healthcare customers' business priorities and preferences for IT services.
- Evaluate perception on client's capability to address customer needs
- Analyze competition and identify differentiators

Solution

The teams created a three-pronged brand assessment and an in-depth qualitative and quantitative study. The survey instrument was customized to with brand and industry focus for actionable insights. Feedback Insights defined established a unique brand positioning with customer centric solutions.

Thank You

Feedback Insights

Listen. Plan. Accelerate.

35+

Year old Research-
based consulting
firm

600+

Person Years of
Consulting
Experience

5000+

Engagements as
Preferred Listening
Partner

2800+

CXO
Conversations
Annually



Bangalore
(HQ)



Chennai



Chicago



Delhi



Mumbai

Write to us: feedback@insightsfeedback.com

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