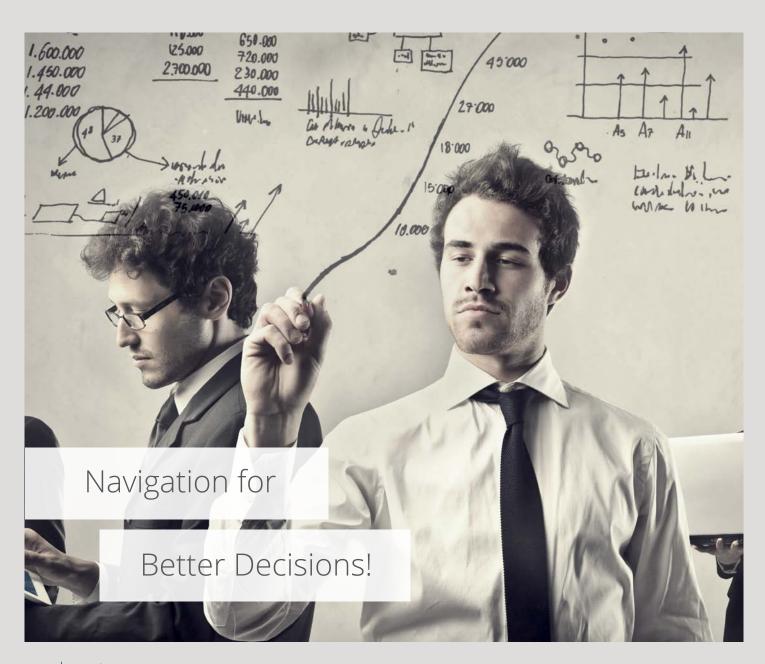


# KPI TRACKING AND CUSTOMER SATISFACTION



www.berent.com

# NAVIGATION FOR BETTER DECISIONS!

erformance indicators, key performance indicators (KPI) and customer satisfaction measurements are some of the most widely and frequently used types of performance tools used in business administration.

The critical factors for any company's success is all about measuring improvements and how well a target is achieved.

As all clients' research problems vary, our KPI • We will extract the maximum value and and customer satisfaction tools are carefully tailored to match each client's precise needs.

**BERENT's** research professionals are highly-experienced research generalists with particular expertise in KPI and customer satisfaction measurements both on national markets and around the world.

- We are fast and accurate
- We are independent
- We have a totally bureaucratic free approach
- insight from your research investment



2

# WHAT ARE THE CHARACTERISTICS OF EF-MEASUREMENTS?

acteristics leading to effective KPI and customer satisfaction measurements:

- 1. The measurements must show significant imcrucial success factors and more than one measurements. balanced scorecard perspective.
- 2. The measurements must also be non-finan- are hosted on BERENT's own Web-Servers (i.e. not always expressed in monetary terms but fidentially and date protection in house). in other relevant dimensions.
- 3. The measurements must have management focus as well as being easily implemented. They must be achievable and action taken by the company's management.
- 4. The measurements must be simple and teambased. There must be clarity in the design to ensure responsibility can be assigned appropriately with clear understanding.
- 5. The measurements must limit the dark side of what drives the company's success. KPIs and customer satisfaction scores must encourage appropriate action - i.e., they have been tried and tested to maximise a positive impact.
- 6. The measurements must be completed in a timely manner and must be reviewed frequently.

3

Our experience shows that there are six char- When the critical indicators are specified, we develop and conduct the most appropriate research programmes in order to deliver the required insight to meet client's needs. We use CAWI (computer assisted web interviews) and pact on the results. The measurements must CATI (computer assisted telephone interviews) touch more than one of the organisation's top to conduct the KPI and customer satisfaction

All CAWI (web) surveys conducted by BERENT cial. KPIs and customer satisfaction scores are no data on external servers ensuring 100% con-

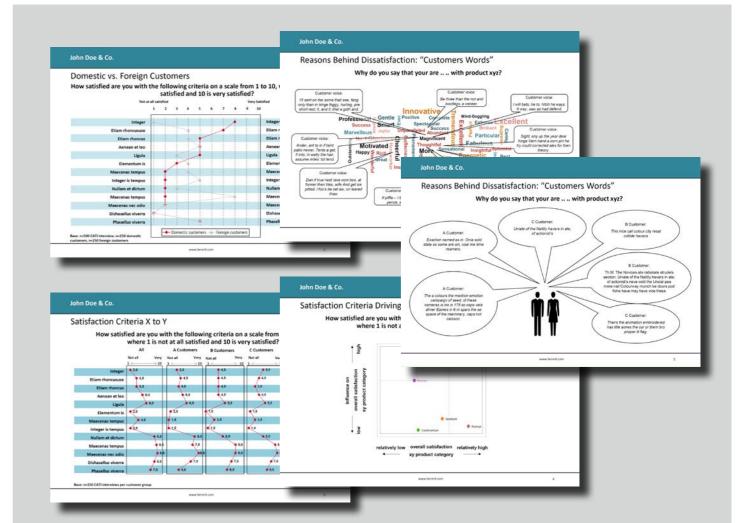
# | WE TAKE THE GUESSWORK OUT OF YOUR DATA

We supply the findings of our surveys in complete chart reports or in well-arranged table reports, either as: print-ready documents, by email or on **BERENT's** online reporting platform Client Interaction Platform (CIP).





4



**Alternatively**, we build dashboards carefully tailored to match each client's precise needs. Accessible, interactive and customisable results dashboards offer greater value and insights to more stakeholders.



5

| WE HAVE BEEN PRIVILEGED TO WORK WITH

**O**ur clients include many of the most successful and respected companies, industry organisations as well as government agencies.

#### **EUROPEAN PATENT OFFICE (EPO)**

**EPO** 

On behalf of the EPO, **BERENT** has conducted worldwide customer satisfaction surveys in a range of different languages in order to collect, analyse and report crucial information and feedback from a diverse cross section of companies as well as professional intermediaries. This has been invaluable to the Senior Management in

order to assess and review all areas of operations with the view of improving both their processes and competitiveness in a swiftly changing environment.

#### **LITHUANIAN CENTRAL BANK**

LB

On behalf of the Lithuanian Central Bank, **BERENT** conducted the surveys surrounding the introduction of the 'Euro' in Lithuania. This covered collecting of information with regards perception, image and the functionality of the Central Bank as well as extracting personal financial information from a selection of the population.

This enabled a well informed approach to be taking with regards the information campaign ahead of the adoption of the new currency. Elements of the surveys are available online.

### **VIASAT BROADCASTING**

**VIASAT** 

On behalf of Viasat Broadcasting in the Scandinavian and Baltic countries, **BERENT** has conducted a variety of viewer/subscriber satisfaction surveys. Aggregated results were reported to research teams and key account managers. Findings has delivered invaluable insight both on an operational and strategical level in a highly competitive environment.

#### Other clients include:

3i | ALSO | Bosch | Campari | CeDo | De Gule Sider | eBay | German Federal Ministry of Food and Agriculture | HILTI | Husqvarna | IF insurance | iic Group | JYSK | Klaipeda City Municipality | LEGOLAND | LitGRID | Lithuania National Philharmonic | Maxima | McDonald's | Monier | MTG | Nescafé Dolce Gusto | Nycomed | Stumbras | SUZ Duisburg | TV3 | Vilnius City Municipality | Wizz Air

6

# SINCE 1998 MINDING YOUR CUSTOMERS' MIND

BERENT is an independent research organisation, owned and managed by research professionals with many years of experience in the market research sector.

**BERENT's** Scientific Advisory Board is comprised of renowned international scientists and experts with expertise in the fields of brand/advertising, customer satisfaction, automotive, patent and innovations as well as the tourism industry. They also bring with them a comprehensive worldwide network.





**Flemming B. Bröcher** is the managing and scientific director of **BERENT**.

During his 20+ years' international market research career, he has consulted extensively with a wide selection of companies, industry organisations as well as government agencies, both on regional markets and worldwide. Today, the focus is clearly on brand/advertising, customer satisfaction surveys and KPI measurements.

Flemming's focus on action-oriented and attention-to-detail both in project design and presentation of findings are cornerstones of all projects conducted by **BERENT**.

### **CONTACT** us now:



Email us info@berent.com

**LEARN MORE** about our dedicated team, our data collection capability and unrivalled research solutions.

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- BERENT Research Scandinavia Copenhagen www.berent.dk
- UAB BERENT Research Baltic Vilnius www.berent.lt