



KPI TRACKING AND CUSTOMER SATISFACTION



Navigation for

Better Decisions!

**P**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 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
- We will extract the maximum value and insight from your research investment



Our experience shows that there are six characteristics leading to effective KPI and customer satisfaction measurements:

1. The measurements must show significant impact on the results. The measurements must touch more than one of the organisation's top crucial success factors and more than one balanced scorecard perspective.
2. The measurements must also be non-financial. KPIs and customer satisfaction scores are not always expressed in monetary terms but 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 team-based. 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.

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 CATI (computer assisted telephone interviews) to conduct the KPI and customer satisfaction measurements.

All CAWI (web) surveys conducted by BERENT are hosted on BERENT's own Web-Servers (i.e. no data on external servers ensuring 100% confidentiality and data protection in house).





| WE HAVE BEEN PRIVILEGED TO WORK WITH

Our 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

| SINCE 1998 MINDING YOUR CUSTOMERS' MIND

**B**ERENT 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.

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Flemming B. Bröcher

**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:

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

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