

Project:

Customer Satisfaction

Research Type:

Quantitative

Sector:

IT
Financial Services

Region:

North America, APAC
& EMEA
(USA, Australia, Hong
Kong, Korea, Norway,
Sweden, Denmark,
Italy, Austria and UK).

Client:

Camilla Lindberg
Marketing Executive
OM Technology

Business Challenge

Business Advantage conduct customer satisfaction research for many clients all over the world and have conducted ongoing Customer Satisfaction research for the Stock Exchange Group of OM Technology over the last few years. OM Technology, is a Swedish company dedicated to producing products and services in the field of transaction technology. The latest project was commissioned to look at changes in customer satisfaction in the stock exchange software market since it was previously measured two years ago.

This was a global project that covered Stock Exchange companies in a number of countries, including the USA, Australia, Hong Kong, Korea, Norway, Sweden, Denmark, Italy, Austria, and the UK.

The objectives of the research were to evaluate the customers' satisfaction with their overall experience of OM, measure the importance of various service attributes, investigate the service levels required and identify the strengths and development areas for our client. We also looked at whether customers' expectations were changing, monitored customer loyalty and identified any significant market trends.



Methodology

The research was conducted by telephone using in-depth interviews and it uncovered useful information concerning customer satisfaction and the views of customers in different markets.

Why choose Business Advantage?

Camilla Lindberg, Marketing Executive, of OM Technology commented:

"We have been working with Business Advantage for five years now and during that time we have had a lot of specific problems pointed out to us. We found out that we need to be more visible for our customers and sometimes there are communication problems, working with companies all over the world. In this latest study Business Advantage gave us a useful insight into the Korean market."

"With some of our customers we have very good communications and an open relationship. We get a lot of feedback through our management team, but it is not always objective. It can sometimes be difficult to raise big issues through our own staff, because they have a very close relationship with the client. A third party like Business Advantage is impartial and can raise these issues."



NASDAQ OMX

OM Technology is the world's leading provider of transaction technology.



Business Advantage is a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.

What Impact did the result have on your business?

Camilla stated:

“This survey is very important internally and externally. We show staff that we measure Customer Satisfaction. It is high on our agenda. They need to understand the importance of customer service and we have a lot of action points from the research. Three business areas have been working with the outcome from the research and one of these has been working with the results of the study every week.”

Our consultancy services group usually runs workshops following the research to communicate the findings to staff. This is vital to ensure action. Our client stressed the importance of the workshops, commenting:



“It is no use doing a Customer Satisfaction Study unless we follow it up. If we don't do anything with the results, the customers will not be as helpful next time.”

For further information on this case study please contact:

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