

You focus on doing 50 things well to assure customer satisfaction.

In truth, customers only need a few priority needs met to become loyal fans.

...Once you know what really matters to your customers, you can stop tackling every little thing and concentrate your organization around the drivers that will make the most difference.

This is what Key Driver Analysis does for organizations.

Key Driver Analysis is the study of the relationships among many factors that help you know what impacts loyalty and retention.

This insight can be used to direct the use of resources to areas that will yield the highest return in customer loyalty.

AboutFace's Loyalty Driver Solutions Research | Consulting

EVALUATE

The Likelihood to Recommend

1. Satisfaction of touch points
2. Satisfaction of features impacting purchases

CALCULATE

The Coefficient

Coefficients tell us which relationships are important or connected to our goals, and how strong those relationships are.

ANALYZE

To Drive Internal Resources to the Most Impactful Areas

We will visually show you the correlations, and you will know exactly which areas positively impact customer loyalty, allowing you to focus budgets, resources, training and people to gain greater traction.

