Benchmarking petro chemical specialist's products & services

We work with specialist chemicals and high performance materials market leaders such as Ahlstrom, Avery Dennison, HB Fuller and Infineum to help them understand their markets and customers to drive growth. And we ensure that the insights we uncover are communicated to those that need to know.



The Breaking Blue challenge

A leading global petro-chemical additives specialist needed to improve their customer service proposition. They had run a customer satisfaction study for many years, rich in data but lacking in diagnostics to understand how to remain the brand of choice for its top customers.

The solution

We developed a plan for customer service improvement by benchmarking its performance versus competitors. We did this through surveying their key fuel additive and lubricant accounts worldwide conducting depth interviews which delivered not only the scores critical to the management process but also in-depth diagnostics to deliver a detailed action plan. What's more, we achieved 90% response rates, far exceeding industry norms, meaning we could deliver a more powerful understanding of their customers than ever before.

So…

Our client is reviewing their product portfolio focus and key account management processes to ensure that it's better aligned to meet customer needs. We're different to other companies because we can engage with more stakeholder worldwide, extracting the insights that matter, presenting them in a compelling matter and embedding learning among senior managers. Research that makes a difference!