

## Sample Key Driver Analysis

How can we increase customers' willingness to renew contracts with us?

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## Sample Key Drivers Analysis

for Customer Satisfaction Survey

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Low

<p><b>Key Weaknesses</b>  <i>Allocate Resources for Improvement</i></p>	<p><b>Key Strengths</b>  <i>Leverage these capabilities</i></p>
<p><b>Potential Weaknesses</b>  <i>Low Priority (for now)</i></p>	<p><b>Potential Advantages</b>        Not perceived as important by customers, may have hidden value to be exploited</p>

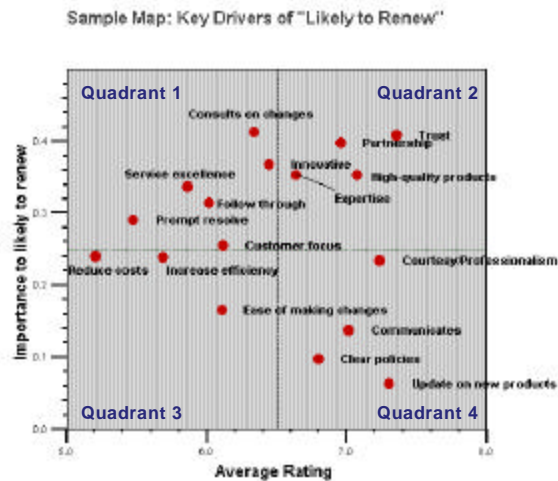
Low

SATISFACTION

High



## Sample Key Drivers Analysis for Customer Satisfaction Survey



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## Sample Key Drivers Analysis Suggested Interpretation

- **Service:** Improve service by increasing customer focus and responsiveness (Quadrant 1 - high importance, low satisfaction).
- **Marketing:** In marketing, build brand by capitalizing on important strengths such as expertise, innovation, trustworthiness and partnership (Quadrant 2- high importance, high satisfaction).
- **Customer Communication:** Continue communication practices and policies to maintain strengths evident in Quadrant 3- not necessary to invest more resources here at this time.
- **Efficiencies:** Monitor customer concerns and competitor offerings with respect to efficiency, cost, and ease of making changes (Quadrant 4). These are weak areas of moderate importance to customers; they could quickly become a source of vulnerability.

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