

Case Study

Understanding the real reasons behind poor handset satisfaction

The Business Challenge

As part of a wider satisfaction piece for a handset manufacturer client, we discovered that one of its handsets was receiving low satisfaction among customers of a specific network operator. Our client wanted to understand if the low rating was due to issues with the handset or with the network in order to take remedial action.

Methodology

An online methodology was used. The sample was designed to understand firstly, how our client's handsets compared with other manufacturer's handsets on the same network, and secondly, how performance of other handsets on the network compared generally with handsets on other networks.

Action from the research

The resulting analysis highlighted that, while the handset was slightly underperforming against competition, poor network satisfaction was having the greatest impact. The client was able to illustrate the issue with the operator and renegotiate the contract agreement.

