



Customer Satisfaction Survey Generates Key Insights

Survey Results Influence Subsequent Product Messaging and Service Offerings

FreightWatch International is a leading provider of logistics security services to companies around the globe. Since 1998, FreightWatch offers the only active monitoring solution that provides organizations with complete cargo transparency and supply chain integrity from origin to destination.

WHAT WAS THE OPPORTUNITY?

Understand Customer Satisfaction Levels and Determine Key Ways to Exceed Expectations

FreightWatch wanted to solicit customer feedback through a first-ever formalized customer satisfaction survey that measured customer satisfaction levels related to its products and services, positioning in the industry, and value creation.

WHAT WAS OUR SOLUTION?

Gain Insight into Customer Opinions of FreightWatch's Services and Products

Launch Marketing recommended a customer satisfaction survey in order to uncover customer opinions on FreightWatch's products and services. The survey results would enable a better understanding of FreightWatch's level of customer satisfaction as well as strategies for continuous improvement. In order to ensure that critical input from key customers was included, Launch scheduled one-on-one phone interviews with top clients and then reached the remaining customer base through an online survey.

WHAT DID WE DO?

Strategy and Execution of the Customer Satisfaction Survey

FreightWatch provided Launch Marketing a list of clients for the survey and identified top contacts whose opinions were critical to gather. Launch developed the survey following industry best practices utilizing both closed and open-ended questions. The two question types enabled Launch to gather quantitative as well as qualitative data and also gave respondents an opportunity to expand upon their answers, providing further insight into their opinions. For the key customers, Launch conducted one-on-one phone interviews which provided the opportunity for candid feedback and information gathering. The remaining clients were surveyed online, which allowed for many responses to be gathered efficiently.

After the survey was complete, the results were analyzed and presented to the FreightWatch global executive team. Launch Marketing made key recommendations based on the results for future product messaging and new services offerings. FreightWatch was so pleased with the positive feedback that they asked Launch to create a customer satisfaction logo for their website that represented the glowing reviews and their commitment to providing the highest level of customer service.

WHAT WERE THE RESULTS?

Survey Uncovers Key Insights on Customer Satisfaction

The customer satisfaction survey received a high response rate and FreightWatch was able to apply the feedback to deliver continuous improvement of their services and products. FreightWatch was very satisfied with the results from this initiative and continues to use the customer satisfaction logo on their website and in all U.S. marketing collateral.

"This project exceeded our expectations because it provided us with critical insight into client opinions, as well as ways that we can continue to deliver and exceed customer satisfaction levels," said Shan Davis, Director of Global Marketing at Freightwatch International.

"The team at Launch Marketing provides creative insight and execution, which is critical as they function as an extension of our marketing department. Throughout our engagement, we have relied on Launch as a strategic advisor, and they consistently deliver projects on-time and under budget."

Shan Davis, Director, Global Marketing,
FreightWatch International

