

---

## Customer Satisfaction and NPS Tracking Projects

---

As business leaders are increasingly pressed for time and resources whilst having to make critical decisions, ready access to top-tier consultants could be what ultimately makes the difference. GLG Projects meets this need by designing a comprehensive solution that draws on the expertise of top-tier consultants with vast experience running CSAT and NPS studies, seasoned executives with decades of industry leadership, and a dedicated internal project manager. By leveraging on GLG's global expert network, one of the world's largest and most varied source of first-hand expertise, businesses can now accurately measure customer sentiment with industry context, and be given practical guidance to drive improvement.

GLG Projects engage one or more top-tier consultants and subject matter experts across industries and disciplines. This tailored approach encompasses fully managed market assessments, voice-of-customer studies, critical industry landscape analysis, and practical recommendations to deliver maximum impact for your work.

### How It Works

GLG Projects Teams are structured to ensure maximum efficiency and accountability, while delivering powerful insights and practical recommendations from industry experts throughout each engagement.

**Scoping** An internal GLG Projects Team is set up to scope project objectives, timeline, deliverables, and resources for each client.

**Selection** The Custom Project Team is formed by GLG Council Members who are specifically selected for their CSAT/NPS expertise, and top-tier consultants with a track record of thought leadership.

**Execution** The Engagement team is able to leverage on GLG's diverse resources and dedicated partners to execute the project with added qualitative and quantitative insights.

### What Sets Us Apart

#### An Honest Appraisal with Deep Insights

GLG forms an Engagement team with vast experience from comparable companies and relevant industries will conduct in-depth interviews with priority clients to gain deep insight into customer satisfaction levels, complete with competitor analysis to provide a more granular view of CSAT/NPS.

#### Clear Oversight

Our tightly managed model brings you powerful insights delivered within your timeframe and budget to meet long and short-term goals.

#### Flexible and Scalable

Our response model allows you to adjust the scope of research and align with any action plan, giving feedback in a timely manner.

## Customer Satisfaction and NPS Tracking Projects

### GLG Projects in Action

#### NPS Study for Private Equity Client

The client requested a sell-side diligence of an owned BPO player.

- GLG formed an Engagement team to conduct a targeted NPS study with a diverse range of customer groups to showcase its unique value proposition.
- The team led the engagement with a blended approach of 18 in-depth customer interviews and a digital survey of 11 respondents.
- The client gained greater control over the sales process and developed a strategic positioning.

#### Annual CSAT / NPS Study for Healthcare-focused BPO Provider

The client wanted an indication of customer satisfaction levels and net promoter benchmark at regular intervals.

- GLG formed an Engagement team with a healthcare focused consultant and a senior BPO expert.
- The team conducted 40 customer interviews, an online CSAT survey of 100 respondents and 8 primary interviews with independent healthcare BPO experts.
- The client gained critical insights into its key accounts for GTM strategy.

### The World's Insights Network

GLG's network includes more than 700,000 experts worldwide. Our global team works with you to identify and recruit professionals who can add the most sophisticated insights to your research.

#### Growing Network

Our global team hand-selects and adds more than 200 new expert professionals to our network per day on average. 600+ certified top-tier consultants in the GLG network.

#### Projects Expertise

Our GLG internal terms includes 40+ former management consultant members, completed 400+ Projects globally in the past 5 years including B2B and B2C panels.

#### Broader Resources

Broader GLG resources are available for additional qualitative and quantitative insights, we have internal Recruiting and Analytics team for recruiting and complex data needs.

## Customer Satisfaction and NPS Tracking Projects

### GLG's Full Suite of Services That Connect You to The World's Insights Network Include:



#### GLG Consultations

GLG Consultations connect you with an expert in a specific topic, business, or industry for a call or an in-person or video meeting.



#### GLG Events

GLG Events offer real-time engagements, from teleconferences and remote or in-person roundtables that respond to shifting market dynamics to custom workshops and focus groups.



#### GLG Library

A subscription to GLG Library gives you access to thousands of teleconference transcripts and webcast replays from events led by our global subject-matter experts.



#### GLG Placements

GLG Placements bring C-suite professionals to you so you can quickly get your team up to speed.



#### GLG Projects

GLG Projects engage our experts for longer-term and more in-depth, multi-mode consultations.



#### GLG Surveys

GLG Surveys help you meet your research objectives by delivering a full spectrum of insights, leveraging the world's most robust and diverse source of first-hand B2B expertise.

### Want to Know More?

We'd love to talk. Email us: [apac\\_mktg@glgroup.com](mailto:apac_mktg@glgroup.com) Visit us: [glginsights.com](https://www.glginsights.com)