

# Combining CX and Brand - HeartBeat+

## The Client Challenge

Our client had in place an NPS program and brand tracking that were not well integrated to deliver end-to-end insight on a consumer journey. They got in touch with Gemseek, asking us to help optimize their research programs, to enable fact-based, up-to-date, relevant, consistent, objective insights and fast decision making.

## The GemSeek Approach

After extensive internal and external workshops and brainstorming sessions a study design striking the optimal balance between target group studies, sample sizes and questionnaire length was created and implemented. We created a module based questionnaire:

- Core module on total level tracking the brand performance (purchase funnel, image evaluation, NPS on total brand level)
- 2 product experience modules for each respondent based on product usage (product purchase funnel, product experience, experience drivers)

This innovative methodology replaces previous Brand tracking and Top-down NPS surveys and at the same time provides more in-depth information on consumers' attitudes and usage habits within each category.

## The Deliverables

HB+ proved to be an extremely valuable asset for our client, both expanding and deepening the knowledge for their customers. It significantly increased the return on market intelligence investment, thus also allowing reallocating resources to other research domains.

