

Case Study I:

Program Objectives

To Conduct Custom research for the Sea shipping Industry.

Targeted Area

Our client is a shipping logistic company and merchandiser deals in selling space on container ships in Sea Transportation, the client want to gauge the customer satisfaction and Net promoter score from the existing consumer.

The Problem

Our client is working in the industry from last 15 years and working in the space of liaison between the Sea freight owners and companies who transport their goods globally, as the client is working in providing the shortest and cheapest mode for good transportation they worked with numerous industries and want to gauge the customer satisfaction.

Asplor research is brought in to evaluate the customer satisfaction among consumer and net promoter score for our client.

The Plan

A detailed field plan is created with the client customer in mind, the custom field plan is developed to evaluate the customer satisfaction and net promoter score.

A detailed assessment plan is created with all the satisfaction level in mind for the consumers of our clients and fieldwork is carried out across India.

The Reporting

Detailed report on customer satisfaction level, types and their promoter score was created with custom research and evaluation.

Our team have developed comprehensive documents and data set related to project and customer types with their usage and attitude towards client services.

Key metrics for overall process is created with assessment and identification of key takeaway during the research.

The Results

We submitted research report to our client with key takeaways on logistic industry and customer satisfaction and promoter score for the client.

Case Study II:

Program Objectives

To Conduct Ethnographic research among the consumers of our client which is a logistic service provider in India.

Targeted Area

Study is carried on pan India level with the users of logistic services or the companies who outsource it's all logistics to other companies.

The Problem

Our client is looking to gather much information on the logistic service users across the industry, spending pattern and how much they are spending for different services and locations when compared to type and distance of goods travel.

We also evaluated the attitude and usage of different facilities by customers and spending pattern in terms of logistic services, Insurance, on time delivery significance and attitude towards the spending and quality or service.

The Plan

A detailed field plan is created with the client and users of service, and ethnographic research is carried out among the consumers.

The research is targeted towards the use of service and we divided the sample among the client existing consumers and competitor consumers, also the study is run in blind mode so client name is not revealed to the respondents.

The Reporting

Detailed report on customer type, customer spending pattern and location is created with the help of ethnographic research.

Our team have created a comprehensive research report on the consumer usage, needs assessment and unmet needs with client or competitor.

Key reporting on customer behavior and usage attitude towards different facilities with spending pattern, usage and repeat usage patterns in consumers.

The Results

- Detailed moderator report after ethnographic research.
- Transcription of interviews with audio and video recordings.