

Case Study

Customer Satisfaction and Loyalty Research Satisfaction Key Driver Analysis – Travel Services

Marketing Challenge:

In an effort to increase customer retention, an online travel service provider commissioned Majestic MRSS to conduct an analysis of key drivers of satisfaction for different lines of business and competitors.

MMRSS' Approach:

Prior to the actual key driver analysis, Majestic MRSS launched an online survey using a trade-off methodology to hone in on the variables with the highest impact on consumers likelihood to continue patronizing this type of service. The reduced list of variables resulting from this study was then included in another online survey which collected the data needed for the key driver analysis.

The Results:

Results from the key driver analysis were shared with different internal stockholder groups in the company and provided direction on what programs in different business areas should be prioritized to increase customer retention

Related readings:

1. [Aviation Flight Management System-Post New Product Introduction Acceptance Analysis](#)
2. [Conversion of Large Passenger Aircraft to Cargo Freighters-New Business Opportunity Assessment](#)

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic MRSS has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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