CASE STUDY



MCAA Benchmarks Customer Satisfaction and Loyalty for its Member Companies

BACKGROUND

The Measurement, Control and Automation Association (MCAA) is a large industry association of manufacturers and distributors with more than 100 member companies ranging from leading multi-national companies to niche-oriented providers.

THE CHALLENGE

To better understand the business environment and challenges facing its members, MCAA needed to create industry benchmarks for customer satisfaction and loyalty, as well as detailed customer satisfaction studies for individual member companies.

THE PERISCOPEIQ SOLUTION

After conducting substantial research, PeriscopelQ developed multiple surveys customized to meet the needs of MCAA's varied member companies, including manufacturers selling direct to end users and manufacturers selling through channel partners and distributors. MCAA offered the survey to its member companies, and PeriscopelQ deployed and managed every aspect of the solution, including delivering annual reports to each participating company. The reports included each member company's customer satisfaction results as well as industry benchmarks from all participating companies.

TRANSFORMATIVE IMPACT

By offering PeriscopelQ's managed solution to its members, MCAA substantially enhanced its own value proposition. Additionally, participating member companies were able to use the data gathered each year to identify their own strengths and weaknesses, benchmark themselves against the industry and set operational plans for future success. With PeriscopelQ's sophisticated, online assessment platform, MCAA was able to bundle this turnkey tool with other services offered to its members. As a direct result, both MCAA and its members were able to gain business intelligence and actionable insights.