

EPSI Industry Study

is an independent, national index based on customer experience.

The EPSI extensive industry studies provide answers on which areas drive customer satisfaction and loyalty in more than 20 industries and countries in Europe. When you participate in an Industry Study, you not only receive insight into your own organisation's strengths and areas for improvement, but also an independent ranking and detailed comparison with your competitors. Once you know all of this, you also know where to invest to improve your customers' satisfaction and loyalty over time.

EPSI Rating – started as a research project at a number of European business schools and other academic institutions in the late 1990s. The aim was to find a model to independently measure and analyse customer satisfaction in various industries, sectors of society and countries.

GET A PUBLIC AND OBJECTIVE COMPARISON

With the EPSI Industry Study, you receive the most comprehensive comparison of leading players in your industry, as well as being informed where you stand in the industry ranking.

UNDERSTAND WHAT DRIVES YOUR CUSTOMERS' SATISFACTION AND LOYALTY

The EPSI Industry Study is based on a scientific model that explains which aspects drive customer satisfaction. Perhaps it is the image that customers have of you as a company? Or maybe the value for money you offer? What perspective do customers have on your service and product quality? Or perhaps expectations weigh heaviest amongst these aspects?

BASIS FOR DEVELOPMENT WORK

The EPSI Industry Study provides you with insights into your development needs in relation to your competitors and other industries. Which focus areas will have the greatest impact on your customer satisfaction? And what should be your order of priority?



EPSI meets with industry players to capture relevant issues.

EPSI is responsible for all pre-planning and data collection in relation to the study.

Draft press release before it is published.

Public summary of the main insights in the industry.

Detailed results at an industry and company level, including open comments.

Presentation on-site at your premises on your in-depth analysis.

Focus on your specific areas for development in your customer work.

The opportunity to go into further depth through workshops and proposals for specific measures to boost the customer experience.

EPSI INDUSTRY STUDY PROVIDES YOU WITH:

- ✓ An independent customer satisfaction index based on a scientifically proven model.
- ✓ Insights into what drives customer satisfaction and loyalty in both your organisation and your industry.
- ✓ Public comparisons between operators in your industry, between industries and between countries.
- ✓ The opportunity to integrate studies of customer and employee satisfaction.
- ✓ The opportunity to receive strategic advice on customer orientation, quality development and change management.

WE SHOW WHAT DRIVES CUSTOMERS TO BECOME AND REMAIN CUSTOMERS

We know that high levels of customer satisfaction and loyalty are the result of systematic, long-term and persistent work. For more than twenty five years, we have been helping companies and organisations to strengthen their competitive edge through the use of the customer's voice as a measurement of quality. We deliver insights to companies and organisations who are actively working to improve customer satisfaction, and who are seeking guidance in relation to strategic business decisions.

Our services

In addition to our independent industry studies, we also measure individual company's customer satisfaction (EPSI Customer) using the same research-based model that we use for our industrial studies. We also carry out touch point measurements of customer experience (EPSI Pulse) and other studies such as brand awareness, employee surveys and measurements of management team efficiency.

Evaluations from three perspectives

We believe that satisfied customers, engaged employees and a coherent management team create a sustainable business. That is why we offer evaluations from three perspectives: that of the customer, that of the employee and that of the board. These studies are all strong individually, but can also be combined.

Research-based method

Our method is well proven. Since 1989, we have studied the relationship between satisfied customers, engaged employees and company profitability together with the Stockholm School of Economics. We also carry out research together with the Swedish Institute for Quality (SIQ), Chalmers University of Technology and the Karolinska Institute.

Strong owners

Our principals are the EPSI Rating Group and the Swedish Institute for Quality (SIQ). The EPSI Rating Group carries out studies in Europe, and is part of its European network. The Swedish Institute for Quality is a non-profit foundation tasked with promoting the development of quality in Sweden through creating, gathering and disseminating knowledge on quality development. SIQ's principals are the Swedish state through the Swedish Agency for Economic and Regional Growth, and the member organizations in the association of quality development.

Do you want to find out more about EPSI Industry Studies or is your industry or business missing from our industry measurements?

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