



**Elegant MicroWeb**  
Delivering the Value of Technology

# Case Study

**Tool to measure Customer Loyalty for a leading,  
UK based eSolution Provider**



➤ [www.ElegantMicroWeb.com](http://www.ElegantMicroWeb.com)

**Elegant MicroWeb Technologies Pvt. Ltd.**  
A-305, Shapath - IV, Opp. Karnavati Club,  
SG Highway, Ahmedabad-380051 India  
Email: [info@ElegantMicroWeb.com](mailto:info@ElegantMicroWeb.com)



ISO 9001:2008



# Case Study

## Tool to measure Customer Loyalty for a leading, UK based eSolution Provider

### The Company

The UK-based client of Elegant MicroWeb specializes in providing e-consultation, Ideas Management, Market Research, Surveys and Stakeholder Engagement solutions. The company's mission is to harness advances in Internet technology to enhance participation, promote engagement and consultation, trigger thought leadership, and champion innovations that allow users to share information and manage change in order to make better, sustainable decisions.

### The Objective

The client wanted to design a web based widget that would measure customer satisfaction and increase customer loyalty by asking one simple question. Responses received would then be analyzed to enhance and improve products or bring about improvements within the organization.

The widget needed to be easy to configure, easy to promote among stakeholders so as to elicit prompt response, which would make it easier to analyze customer loyalty over a period of time thus tracking progress and satisfaction levels. Personalized e-mails along with a unique URL were to be

sent to selected respondents requesting their participation. Users could respond without the need to register making the entire process convenient and less cumbersome. Additionally, the unique URL would make promotion over different web channels quite easy whereas email promotions would encourage participation.

Finally, client wanted to generate reports by segmenting responses that were received and export them in CSV format.

### The Solution

Elegant MicroWeb analyzed the requirements, and designed a widget with capability to:

- Create a loyalty question with an attractive, personalized layout
- Select respondents to be invited
- Send personalized e-mails requesting participation, with unique URL to track responses of participants
- Allow participants to respond using a rating scale
- Send Thank You message to responders
- Allow organization to track responses and re-mail to non- responders
- Perform response analysis
- Categorize responses



# Case Study

## Tool to measure Customer Loyalty for a leading, UK based eSolution Provider

- Calculate Net Advocacy Number (1 to 10 as mentioned below)
- Export individuals' details to groups so as to conduct further consultations, surveys and dialogues using other tools
- Record details of the whole process so that organizations can report and manage
- Most importantly, measure customer loyalty index over a period of time to track improvement or degradation

Responses were to be measured on a scale of 0 to 10 (where 1 is - Not at all likely and 10 is extremely likely). Based on their responses, customers can be segmented into:

- Advocates – rating scale 9-10
- Passively Satisfied – rating scale 7-8
- Detractors – rating scale 0-6

Finally, participants can respond only once within a specific time-period so as to generate more meaningful analysis and loyalty index. The entire survey process was designed to be elegant, simple and efficient.

### Main features:

- Administration
- User Management
- Create Question
- Import respondents
- Categorize responses
- Measure Customer Loyalty
- Publish and Generate Reports
- Categorize respondents based on response ( Advocates, Passive, Detractors ) for other surveys, consultations and dialogue

## The Technology

Front end	:	ASP.NET 2.0
Back-end	:	SQL
Application Server	:	IIS 6
Platform	:	Windows



# Case Study

---

## **Tool to measure Customer Loyalty for a leading, UK based eSolution Provider**

### **Elegant MicroWeb Role**

Elegant MicroWeb was involved throughout the life cycle of software development for:

- Requirements and Feasibility study
- Design
- Development & customization
- Deployment
- UAT for the tool

### **Conclusion**

Elegant MicroWeb successfully designed and deployed the widget on client's server. User Acceptance Testing was carried out by client and Elegant MicroWeb. The wide ranging experience and technical expertise of Elegant MicroWeb team along with excellent customer coordination resulted in the Tool being completed on time within budgeted costs.



# Case Study

---

## **Tool to measure Customer Loyalty for a leading, UK based eSolution Provider**

### **Contact Us**

#### **Elegant MicroWeb Technologies Pvt. Ltd.**

A-305, Shapath - IV, Opp. Karnavati Club,  
SG Highway, Ahmedabad-380051 India  
Email: [info@ElegantMicroWeb.com](mailto:info@ElegantMicroWeb.com)  
URL: [www.ElegantMicroWeb.com](http://www.ElegantMicroWeb.com)

EMR5133C - CaseStudy - Tool to measure Customer Loyalty for a leading, UK based eSolution Provider - Version 1.2 - Published 2010  
Copyright © Elegant MicroWeb Technologies Pvt. Ltd (EMTPL), all rights reserved

This document contains information that is proprietary and confidential to EMTPL, which shall not be disclosed, transmitted, or duplicated, used in whole or in part for any purpose other than its intended purpose. Any use or disclosure in whole or in part of this information without express written permission of EMTPL is prohibited.

Any other company and product names mentioned are used for identification purpose only, and may be trademarks of their respective owners and duly acknowledged