

Customer surveys

SUCCESS STORY



Fahrzeugelektrik Pirna GmbH & Co KG

**Measuring customer satisfaction in the areas of
Sales, order planning and quality management**

Case Study

Fahrzeugelektrik Pirna GmbH & Co KG

Cost and time savings in the evaluation of Customer satisfaction analyses with QuestionPro

Challenge

- Increasing feedback through Automation of the customer survey within the framework of ISO conformity
- Shorter project duration
- Professional evaluations without additional software
- Multilingual questionnaires
- Cost saving

Solution

- Use of the classic, web-based QuestionPro Survey Suite
- Professional questionnaire design using an integrated editor, which improves the look & feel and usability of the online surveys and thus increases the response rate
- Use of QuestionPro's internal evaluation and analysis modules

Result

- Increasing customer feedback
- Significant time saving during evaluation
- Cost savings in conducting customer satisfaction surveys through survey automation
- Visually appealing layout for immediate further use



FEP Fahrzeugelektrik Pirna GmbH & Co KG is a major European manufacturer of switching elements, connectors and plastic parts for the automotive industry with an annual turnover of around 100 million euros.

Based on more than 65 years of experience, the FEP team develops and manufactures high-quality products that already take into account future requirements and repeatedly set standards in the market. FEP products have contributed to market leadership in various segments through innovative designs, the highest quality standards and well above-average reliability.

As a research and development supplier, FEP is also available to solve difficult problems that extend far into the future.



The challenge

Fahrzeugelektrik Pirna GmbH & Co KG maintains very high quality standards in the production of its products for the automotive industry. The same applies to any interaction with the company's customers. In order to keep quality and service consistently high and stable, customer satisfaction surveys are regularly conducted within the framework of the ISO standard on customer orientation. In the past, this was quite time-consuming because the questions were integrated within the e-mail and an automatic evaluation was not possible. The responsible persons therefore decided to automate the survey process, to make the questionnaire more modern and to use an integrated tool for analysis with the expected increased volume of data. The implementation of further software was to be avoided.

The solution

Those responsible at Fahrzeugelektrik Pirna GmbH & Co KG became aware of QuestionPro through an online survey initiated by Kühne & Nagel in which they had participated. The Pirna-based company then turned to QuestionPro Customer Service with the challenges described on page 1. Within just two days, the original e-mail questionnaire used was converted into a bilingual, digital online version.

Questionnaire development in the shortest possible time

First of all, the new online questionnaire was redesigned with the questionnaire editor integrated in QuestionPro and also developed in a user-friendly way through the use of logics and branching in order to increase the affinity for completion on the part of the survey participants and to avoid early survey drop-outs.

Sending the questionnaire URL conveniently by e-mail

Since the company knows all the e-mail addresses of its customers, it was possible to send the survey URL, under which the online questionnaire can be accessed, conveniently by e-mail. By clicking on the link, the survey participants were taken directly to the questions and were able to fill them out quickly and in a structured manner. This procedure saves the survey participants the tedious typing of answers into the email body and also prevents misunderstandings.

Evaluation, analysis and reporting

The data is evaluated directly via the evaluation and analysis tool integrated in QuestionPro, which the company particularly emphasises in terms of professionalism and ease of use. In addition, reports in Excel, Word and PowerPoint formats are exported directly from the system with just a few mouse clicks.

Summary

By using QuestionPro as a central and holistic survey and analysis platform, Fahrzeugelektrik Pirna GmbH & Co KG has succeeded in automating the entire survey process, thus simplifying it, speeding it up and making it cost-efficient, as the manual collection of data from the e-mail responses has been eliminated. The company succeeded in increasing the feedback by creating an online questionnaire that is appealing in terms of design and usability. For the survey participants, the cumbersome filling out of the questionnaire typed into the email body was also eliminated, which increased the affinity to participate in the customer survey.

Why QuestionPro?

When deciding on QuestionPro as the web-based platform for creating, conducting and analysing customer surveys, the decisive factor was not only the comprehensive range of functions, but above all the outstanding service provided by QuestionPro staff. In a very short time, QuestionPro succeeded in automating the entire survey process at Fahrzeugelektrik Pirna GmbH & Co KG.

About QuestionPro

QuestionPro is one of the world's leading developers and providers in the field of web-based survey solutions and data visualisation. More than 3 million users in over 100 countries use the technologically high-quality tools for the creation, distribution and analysis of online surveys, which are modularly integrated on one platform. Due to the high system scalability and the fair licensing model, both top 100 companies and medium-sized businesses, universities, research institutions as well as small businesses and freelancers rely on survey solutions from QuestionPro.

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