

Driving Product Satisfaction: Optimizing CX for a Leading Tech Brand

CLIENT

A Leading PC Brand

INDUSTRY

Retail



BACKGROUND

- The client wanted to **understand the key drivers of product satisfaction (PSAT)** of a device brand and the path between perception attributes and customer experience variables
- Client also wanted to analyze **various scenarios that would improve the product satisfaction score** of the brand to an optimum level



METHODOLOGY

- C5i explored **attributes and metrics** from the customer satisfaction study to identify dependent and independent variables
- Classified these independent attributes into **emotional and experiential/device-based categories**, conducted a driver's model using a Bayesian Network approach
- Evaluated the **path diagram** to understand inter-relationships
- Finally, performed the **what-if analysis** to explore scenarios for increasing customer satisfaction, and created a simulator for clients to build their own business scenarios
- The results were reported along with the study results **and interpretations and recommendations** were also included

RESULTS / IMPACT

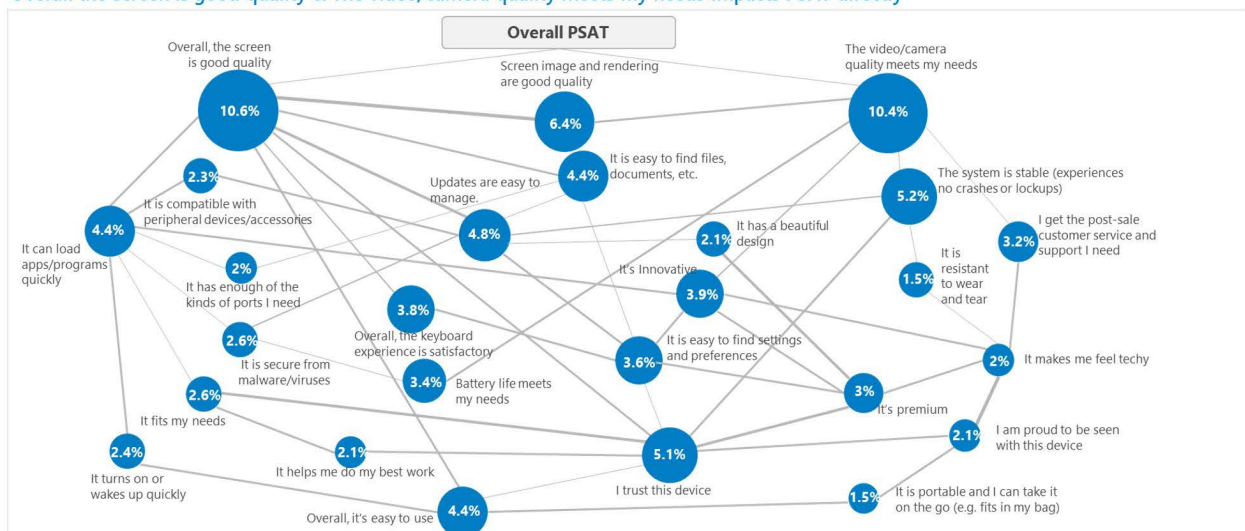
We helped the client to understand the **direct and indirect drivers of PSAT** and also inter-relationship between the various attributes and helped them to achieve optimum improvement in PSAT by **identifying the best possible path**.

Example of insights

- Overall, **xx brand's satisfaction is driven by emotional aspects** like fits my needs, trust, helps me do best work and hardware aspects like screen, image quality and battery life
- Hardware factors like Screen quality, video/ camera quality, image quality and software factors like stability, speed are **the driving factors for Modern device's satisfaction**

Individual Attribute Network Model Modern devices: Overall PSAT

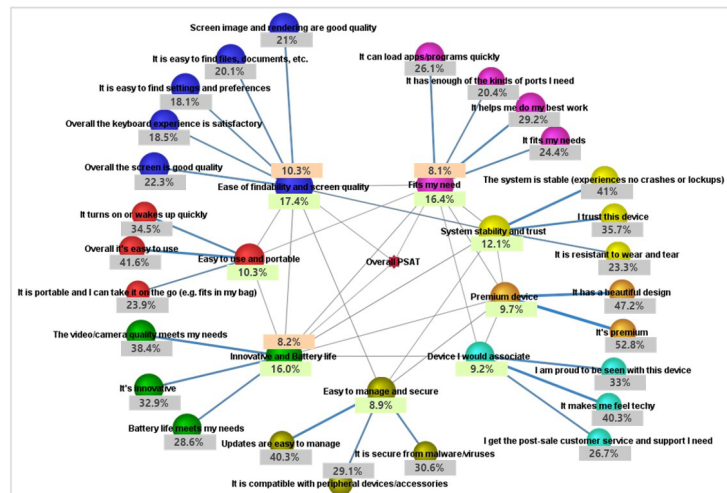
Overall the screen is good quality & The video/camera quality meets my needs impacts PSAT directly



How to Read Network:

- Any line passing directly from **PSAT** variable is called as direct impact variable, and the remaining are indirect impacts
- The size of each bubble represents the relative importance of that variable on PSAT.
- The thickness and color of the lines between bubbles explains how variables are related to each other. The absence of a line between bubbles indicates there is no sig. relationship between the unattached bubbles.

Overall Factor Network Model-Modern devices– Individual Attributes contribution to the latent factors



Note: The size of each bubble represents the total effect of that factor on **PSAT**. The thickness of the lines between bubbles reflects the strength of the relationship between the corresponding factors. The absence of a line between bubbles indicates there is no relationship between the unattached bubbles.

Key Insights

- There is formation of 8 latent factors - Fits my need, Ease of findability and screen quality, Easy to use and portable, Easy to manage and secure, System stability and trust, Innovative and Battery life, Device I would associate & Premium device
- PSAT** is directly impacted by **Ease of findability and screen quality, Innovative and Battery life & Fits my need.**

Direct effect contribution

Manifest variable contribution

Latent factors contribution

How to optimize key drivers to achieve 5% increase of PSAT- Modern devices

Optimization Results

The video/camera quality meets my needs	0.059
Overall the screen is good quality	0.056
Screen image and rendering are good quality	0.035
The system is stable	0.030
I trust this device	0.026
Updates are easy to manage	0.026
It can load apps/programs quickly	0.024
It is easy to find files, documents, etc.	0.024
Overall it's easy to use	0.023
It's innovative	0.022
Overall the keyboard experience is satisfactory	0.021
Battery life meets my needs	0.020
It is easy to find settings and preferences	0.020
I get the post-sale customer service and support I need	0.019
It's premium	0.017
It is secure from malware/viruses	0.015

	Current Scenario	Aim for	% change
Overall PSAT	3.5483	3.7257	5.00%
The video/camera quality meets my needs	4.1997	4.2590	1.41%
Overall the screen is good quality	4.3246	4.3804	1.29%
Screen image and rendering are good quality	4.2609	4.2960	0.82%
The system is stable (experiences no crashes or lockups)	4.2912	4.3208	0.69%
Updates are easy to manage	4.2057	4.2320	0.63%
I trust this device	4.3164	4.3428	0.61%
It can load apps/programs quickly	4.2628	4.2871	0.57%
It is easy to find files, documents, etc.	4.2555	4.2790	0.55%
Overall it's easy to use	4.3234	4.3464	0.53%
It's innovative	4.1976	4.2195	0.52%
Overall the keyboard experience is satisfactory	4.2401	4.2607	0.49%
Battery life meets my needs	4.1662	4.1860	0.48%
It is easy to find settings and preferences	4.1914	4.2112	0.47%
I get the post-sale customer service and support I need	4.0928	4.1120	0.47%

Key Insights

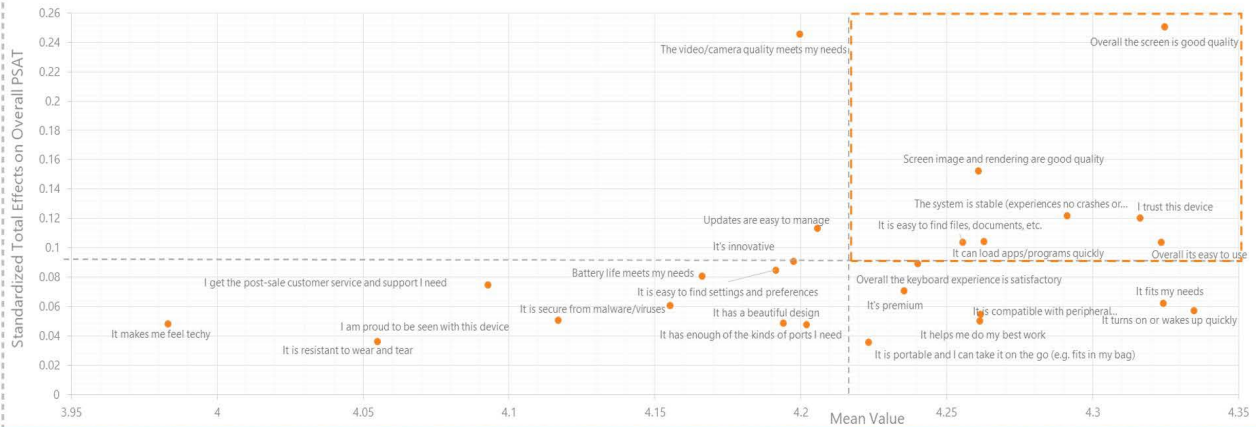
- Company is performing well at an Overall level
- In order to increase 5% at **Overall PSAT**, company needs to mainly focus on hardware related attributes like **The video/camera quality meets my needs, Overall the screen is good quality & Screen image and rendering are good quality**

Total Effects VS Performance (Quadrant Analysis) – Modern devices

Key Insights

- Attributes like "Overall the screen is good quality", "Screen image and rendering are good quality" and "system is stable" are important drivers
- Attribute "video/camera quality meets my needs" with higher importance but lower performance needs more focus

Standardized Total Effects Vs PSAT mean value of different attributes



ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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