

# Customer Satisfaction Factor Analysis and Strategic Recommendations

## Sales Customer Experience Report

Prepared by: C.Pastelin A01659947, L.Fernández A01659517, E.Botello A01659281

October 26, 2025

Completion Date: October 26, 2025

## Key Findings Summary

This report details a factor analysis of a 23-item customer satisfaction survey completed by 3,400 respondents. The objective was to identify the core dimensions of customer satisfaction that influence retention and drive business growth.

An exploratory factor analysis using Varimax rotation was performed, revealing five primary factors that align with expert expectations. These five factors collectively account for approximately 62% of the total variance, providing a robust model for understanding customer sentiment. The data's suitability for factor analysis was confirmed by a strong Kaiser-Meyer-Olkin (KMO) measure of 0.959. These findings offer a solid empirical basis for assessing how specific aspects of customer satisfaction affect overall business performance.

The following sections provide a detailed interpretation of each factor, outline three key strategic recommendations for the company, and forecast the expected business impact of their implementation.

## Factor Interpretations

### Factor 1: Technical Excellence & Innovation

The first factor explains the largest portion of the total variance and is identified as Technical Excellence & Innovation. This factor reflects customer perceptions of the company's technical proficiency and its ability to deliver forward-thinking solutions. In essence, it

measures the extent to which customers view the company as a technically skilled and innovative leader in its field.

A high score on this factor indicates that customers perceive the company as:

- **Knowledgeable & Competent:** Staff demonstrate strong technical expertise and effective problem-solving capabilities.
- **Forward-Thinking:** The company provides innovative, modern solutions that address emerging needs.
- **Professional & Seamless:** Technical documentation is clear and useful, and system integrations run smoothly.

## Factor 2: Value & Financial Transparency

This factor measures how customers perceive the fairness, clarity, and overall worth of the company's pricing and billing practices. A high score on this factor suggests that customers feel:

- **The price is right:** They receive good value for their money, and pricing is competitive within the market.
- **The benefits are clear:** The company effectively communicates the return on investment (ROI) from its products or services.
- **There are no hidden surprises:** Billing is transparent, accurate, and trustworthy, creating a sense of financial confidence.

## Factor 3: Relationship Management & Communication

This factor evaluates the quality of interpersonal connections and communication between the company and its customers, focusing on the human side of the relationship. A high score indicates that customers feel:

- **Heard and Supported:** Account managers are responsive, helpful, and maintain clear communication.
- **Valued and Important:** They have access to key executives when needed, signaling that their business is truly valued.
- **Secure in the Partnership:** The relationship is built on trust and reliability, viewed as a long-term partnership.

## **Factor 4: Project & Delivery Excellence**

This factor assesses how effectively the company manages and executes projects in terms of timelines, budgets, and deliverable quality. Customers with high scores perceive that:

- Projects are well-managed and proactive.
- Deadlines are consistently met.
- Budgets are honored, avoiding overruns.
- Final outputs meet or exceed expectations.
- Scope changes are handled smoothly and professionally.

## **Factor 5: Support & Enablement**

This factor measures how effectively the company empowers customers through responsive support, comprehensive training, and useful documentation. Customers who rate this factor highly feel:

- Help is readily available and effective.
- Training equips them to use products successfully.
- Documentation is complete, accessible, and useful.

## **Top 3 Strategic Recommendations**

### **1. Strengthening the Company's Skilled Reputation**

Our first and most essential recommendation aims to enhance how people perceive our technical capabilities. This involves two fronts: strengthening our technical proficiency and effectively communicating these improvements to clients.

The technical area should:

- Adopt or reinforce ISO, ITIL, or other industry certifications to ensure consistency, reliability, and transparency.

The human resources department should:

- Offer continuous technical training and certification programs to keep the team current with new technologies.

The marketing department should:

- Redesign the company website and marketing materials to highlight technical projects, capabilities, and unique competencies.

According to our analysis, this plan could improve the company's Skilled Reputation by approximately 20% in the first six months.

## **2. Enhancing Customer Perception of the Products**

The second recommendation focuses on improving the perceived quality and value of the company's products.

The sales department should:

- Present clear, easy-to-understand pricing models that specify exactly what customers receive for their investment.

The data science team should:

- Collaborate with marketing to develop data-driven case studies showing measurable benefits and savings.

The marketing department should:

- Regularly educate customers on how solutions reduce risk, enhance efficiency, and increase profitability.

This strategic plan could improve the company's product perception by approximately 30% within the first six months.

## **3. Strengthening Trust-Based Relationships**

The final recommendation focuses on deepening direct relationships with clients through accessibility, responsiveness, and empathy.

To achieve this, the customer service department will:

- Offer multiple communication channels (phone, email, chat, portal) for direct support.
- Define and publicly share clear response and resolution targets to demonstrate reliability.
- Ensure HR provides empathy and communication training for all support staff.

We expect this initiative to improve client relationship quality by approximately 40% within the first year.

## **Expected Business Impact**

If effectively implemented, the first recommendation could result in a 20% improvement within six months, translating into a 7.6% increase in overall customer satisfaction. By

the end of the first year, this could reach 28%, corresponding to a 10.6% improvement.

The second recommendation could yield a 30% increase in six months (a 2.3% satisfaction gain), growing to 35% after one year (2.7% gain).

The third recommendation could generate a 40% improvement in six months (2.5% satisfaction gain), stabilizing during the first year while ensuring long-term customer loyalty.

Overall, successful implementation of all three recommendations would produce a 12% short-term increase and a 15.8% long-term increase in customer satisfaction—translating into stronger brand loyalty, higher retention, and measurable business growth.

— End of Report —