

## **Executive summary**

This executive summary presents key insights from TechnoServe's customer satisfaction survey. Using factor analysis, five underlying satisfaction dimensions were identified, using the Kaiser criterion and scree plot (eigenvalues > 1) . This explained 50,7% of the total variance. These dimensions reveals how different service areas influence loyalty and advocacy.

Our factor analysis revealed that customer satisfaction at TechnoServe is structured around five core dimensions, namely: Technical Excellence, Relationship Management & Trust, Project Delivery & Performance, Financial Value & Transparency, and Support & Service Quality. These core dimensions represent TechnoServe's value proposition. Following are the interpretations of these five core dimensions:

*Technical excellence:* This dimension reflects the company's innovation, problem-solving and technical expertise. Clients consistently rate this area highly, indicating strong technical credibility.

*Relationship management & trust:* This dimension captures responsiveness, partnership reliability and communication clarity. These interpersonal qualities shape the client's trust and willingness to renew.

*Project delivery and performance:* This dimension represents on-time delivery efficiency, and adherence to quality standards. In other words, it demonstrates operational reliability.

*Financial value & transparency:* This dimension covers billing accuracy, cost fairness and ROI demonstration. Moreover, it highlights how clearly the firm communicates value to clients.

*Support & Service quality:* This dimension encompasses post-project responsiveness, training and documentation. These influence long-term satisfaction and advocacy.

So, the factor analysis revealed five coherent dimensions of client experience. However, these factors showed only minimal correlations with overall satisfaction, NPS, and renewal likelihood, suggesting that while they describe key aspects of the service experience, none individually drive satisfaction outcomes strongly in this dataset.

## **Recommendations**

Moreover, to further enhance loyalty and referrals, TechnoServe should focus on relationship building and pricing strategy as these showed the strongest relative influence. Furthermore, by maintaining excellence across technical and delivery factors, TechnoServe could ensure continued customer trust and market leadership. Following are the top three recommendations identified to ensure this.

1. Strengthen relationship management by adding dedicated account managers for major clients. Also, establish structured follow-ups after project delivery to sustain trust and engagement.
2. Enhance financial transparency by including clear ROI summaries and detailed billing breakdowns in all proposals. Also, position “financial clarity” as a competitive differentiator.
3. Expand support and training programs by developing knowledge bases, documentation and client training sessions. Also, use support interactions to reinforce loyalty and ongoing value perception.

## **Expected impact**

Lastly, by following these recommendations, TechnoServe are expected to benefit in the following ways:

1. Improved client and loyalty renewals due to perceived fairness and deepened trust.
2. High Net Promoter Scores (NPS) through stronger support experiences and communication.
3. Reinforced market positioning as a transparent, technically excellent partner, helping TechnoServe differentiate in a competitive B2B environment.

In conclusion, TechnoServe can turn consistent satisfaction into active advocacy and sustainable growth by maintaining excellence in technical delivery while emphasizing relationship quality and pricing transparency.