

CASE STUDY

identifying opportunity through custom research

Customer Satisfaction

The Issue:

An outbreak of contaminated pet food products created low levels of consumer confidence in pet foods and associated pet food retailers. A national pet food retailer was interested in conducting customer satisfaction research surrounding the incident. The retailer was specifically interested in assessing customer satisfaction with the company's response to the outbreak and understanding whether they were gaining or losing customers due to the incident.

The Solution:

MRSI was asked to conduct a telephone survey among pet owners about the contaminated pet food outbreak. The survey focused on awareness of the incident, whether the consumer was affected, and any impact the incident had on shopping behavior. A representative mix of current and competitive customers was included in order to fully understand the issue.

Business Implications:

Research indicated that nearly all pet owners were aware of the incident, but very few personally experienced issues with contaminated products. While the incident had direct impact on few in the pet community, shoppers as a whole were concerned with the issue at hand. The pet food and supply company was able to leverage this information to build confidence among their consumers and position themselves as a high quality pet food supplier with the best interest of pets as a key messaging platform.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.