

## Client Success Stories



### Financial Firepower

A look into customer satisfaction across Europe.

#### Author



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#### About The Author

Alex joined Vision One in 2012, shortly after graduating from Huddersfield University. During his time at Vision One, Alex has worked across the company in numerous roles working on a wide range of qualitative and quantitative projects.

#### About Vision One

Vision One is one of the UK's leading and fastest-growing specialist market research agency, with award-winning products and services guiding you to success through a bespoke research journey.



#### The Challenge

GE Capital is the financial services division of the American multinational conglomerate, General Electric. The focus of its team of finance experts is to serve customers and markets aligned with GE's industrial businesses. GE Capital approached Vision One to conduct a customer satisfaction survey across Commercial Distribution Finance (CDF) customers in Europe.



#### Research Approach

Vision One conducted 63 telephone interviews with GE Capital customers from across Europe. The interviews were conducted in English, French, German, Dutch, Swedish and Italian.



#### Research Findings

Our research highlighted customer satisfaction levels with regards to a range of GE Capital products and services. Additionally the qualitative aspect of the interviews provided further insights into customer opinions and recommendations.



#### Action

The research provided GE Capital with detailed information on customer satisfaction levels which they could then use to improve their products and services.

#### Contact Us

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