

# AIB Finance & Leasing

## **Situation:**

Marketing/Customer Services Department in AIB Finance and Leasing.

## **Critical Issue:**

The management needed to establish a more effective means of tracking Customer Satisfaction and analysing customer responses.

## **Reasons:**

The organisation needed to improve the effectiveness of their Customer Relationship Management Programme.

## **Capabilities Needed:**

A means to design their new Customer service questionnaire with the subsequent analysis in mind. They also needed a way to present their findings in a professional manner, and a solution to speed up the entire Survey process.

## **SPSS Ireland Consulting**

SPSS Sales Consultants, Training Staff and Consultants provided Marketing/Customer Services Department with an alternative analytical solution to Survey Research in the area of Customer Relationship Management. The AIB Finance & Leasing team were provided with Training and Consultancy until they were competent at carrying out analysis efficiently and effectively thus removing the expense of having to rely on outside agencies for future projects

## **Result:**

As a result, SPSS support produced much more effective results.