

“With Netigate we get a deeper insight of what our customers think of us, which helps us to prevent dissatisfaction and strengthen our customer relations.”



Simon Sandberg,
Partner Manager & Educational
Coordinator, MediaAnalys



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MediaAnalys strengthens their customer relations with the help of Netigate

MediaAnalys helps companies gain new customers through internet marketing. With search engine optimization and sponsored links they work to drive relevant traffic to their customers' websites.

Concrete identification which leads to feedback

In 2009 MediaAnalys decided to increase their knowledge about their customers and started to perform CSI-studies (Customer Satisfaction Index.) The study is done a few times per year and MediaAnalys uses the results as a basis for identifying both positive and negative aspects of their customer relations. The concrete results MediaAnalys receives concerning their customers' dislikes, allows them to work in a more targeted way with what they need to improve.

“Through Netigate, we can identify problems at an early stage and implement concrete measures. It definitely helps us keep customers that are dissatisfied with something.”

Important to have satisfied employees in a service company

MediaAnalys also uses Netigate to perform a SEI-study (Satisfied Employee Index) twice a year which functions as a basis from which the management can make decisions about employee welfare issues. For example they received the result that their employees were dissatisfied with the existing salary model, because it was too diffuse. They solved the problem by creating more exact and precise guidelines for the salary policy and already by the next SEI- survey the numbers had improved.

“It is important that everybody who works for MediaAnalys is satisfied because the employees are what makes up the company and the brand. As we are a service company, it is important to have coworkers that are satisfied and therefore do a good job. It strengthens the competitiveness to have healthy and content employees.”

Striving to be a transparent company

MediaAnalys also uses the results gathered through Netigate in marketing their company culture as open and transparent. MediaAnalys publishes the outcome from both the CSI and the SEI on their website for anyone to see - including negative aspects:

“All companies have something they need to improve or work on. With the results we collect through Netigate we can show that we are a transparent company with nothing to hide.”