



# CX Solutions

We are all in the 'repeat business' business, and so measuring and monitoring customer experience is crucial to our long term business survival. Amárach works with leading brands in Ireland to constantly track, report and respond to trends in customer satisfaction, NPS and other key indicators of relationship wellbeing.

  
**amárach**  
research

# Case Study: Ireland's CX Champions

## Customer Requirements:

working with The CX Company we developed a powerful tool for comparing customer experience across multiple brands and sectors to identify the very best practitioners.

\* Reports here:

<http://thecxcompany.com/cxi-reports/>

## Research Approach:

Amárach's surveyed over 2,000 Irish consumers about their CX experiences, ranking over 150 brands from the best to worst in CX terms, and using econometrics to measure key CX drivers for each brand.

## Research Output:

the findings have been published every year\* for the past four years and have enabled Irish brands to develop strategies to make sure their CX strategy delivers measurable improvement and better customer experiences.

Amárach has conducted CX research for:



## CX Solutions

Whether you are focused on NPS, CSat, 6 Pillars or your own proprietary measure of customer experience, Amárach can ensure you measure what matters and action what will have impact. For queries contact: [gerard.oneill@amarach.com](mailto:gerard.oneill@amarach.com)



Find out more

Read our  
**'Seven Reasons to use Amárach':**  
<https://amarach.com/>

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

## Get in touch:

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