

Case Study

CONTEXTUAL CUSTOMER FEEDBACK AS A COMPETITIVE ADVANTAGE

Torqueedo relies on contextual customer feedback – and transforms blind spots in the digital buying process into concrete improvements with the help of **QuestionPro CX**.



Initial situation

Torqueedo had extensive web analytics data – but this only showed symptoms: where users abandoned the process, not why. Especially with complex system purchases (motor, battery, cables, installation) and in after-sales service, the real reasons were missing.

In this interview with QuestionPro, Florian – responsible for the digital buying process at Torqeedo – explained how the company made the move from reactive data analysis to contextual real-time feedback.

About Torqeedo:

Industry: Marine / Electric Drives

Headquarters: Wessling, Germany

Products: Electric motor drives 0.7–200 kW

Website: torqeedo.com

Torqueedo is a world-leading brand for electric boat drives and stands for innovation, sustainability and performance on the water.



Challenge

Torqeedo knew its bottlenecks – but not their causes.

Lack of depth in the checkout

Analytics showed drop-offs – but not whether shipping costs, missing ETA or unclear fees caused the cancellation.

Compatibility questions on product pages

Page views and scroll depth revealed nothing about which specific piece of information – reverse, solar charging, cable matrix – was blocking the system purchase.

Registration as a conversion killer

Form abandonment after purchase was measurable. The reason (cookie/consent gates, non-selectable merchants on iOS/Mac) remained unknown.

Spare parts: Search ≠ Safety

Customers couldn't reliably find parts. Exploded view diagrams and model year filters were missing – classic metrics only showed searches, not frustration.



Approach: Context before volume

Torqueedo deliberately started with simplicity: Instead of complex trigger logic, a short, uniform, always-on survey was displayed on all pages. Supplemented by a CSAT question on the order confirmation page, this resulted in a streamlined yet precise feedback system right at the moment of decision.

This is how it was implemented:

- **Starting with a problem-driven approach:** Hotspots identified from support and analytics - hypotheses derived (e.g., checkout abandonment due to unclear additional costs).
- **Minimally invasive setup:** Same short survey on all sides - low barrier to entry, broad signal.
- **Question design short, clear, contextual:** Few items per intercept (selection field + free text) - no recall bias, precise why in the context of use.
- **QuestionPro as a platform:** Intercept surveys, contextual targeting and structured evaluation enabled a direct transfer into content, checkout and service tickets.



3+ immediate measures implemented

4 structural fixes prioritized

2-3 contextual questions per intercept



Results at a glance

Findings

The contextual feedback provided insights that analytics alone could never have revealed:

- **Registration blocked by consent:**

Cookie gates prevented the completion of product/warranty registration – especially on iOS/iPad/Safari. A critical break in the ownership experience that was immediately prioritized.

- **Buying spare parts = need for security:**

Customers weren't just looking for parts – they wanted to avoid buying the wrong thing. Exploded view diagrams, model year filters, and clear compatibility information became concrete development tasks.

- **Micro-information tips the scales of purchasing decisions:**

Questions about reverse function, solar charging, weight and cable matrices came up repeatedly – the lack of these details slowed the conversion despite positive page metrics.

- **Localization and dealer relations influence trust:**

Poorly maintained dealer lists and English-language content, despite a German interface, negatively impacted brand loyalty.

Context beats volume. Two short questions at the moment of decision led us to more precise and effective measures than any classic follow-up survey.

Florian,
Digital Customer Experience @ Torqeedo

Next Steps

Torqueado is transferring the insights gained into a binding customer experience management system – with a common leading KPI for customer and dealer experience, clear target corridors until 2030, and quarterly management reviews.

The three levels of action:

- **Attitude:** Anchor CX as a strategic priority – measurable, responsible, binding.
- **Processes:** Establish a unified operating model for measurement, reporting, and escalation.
- **Touchpoints:** Focus on the levers with the greatest effect – service & spare parts, lead times, communication – flanked by external rating platforms as a reflection of external perception.



About QuestionPro

QuestionPro is an enterprise feedback management platform that has been continuously and closely developed for two decades, tailored to the needs and desires of our customers in the areas of experience management, market research, and academic research. With more than 4 million customers in over 100 countries, QuestionPro is one of the world's most widely used and popular survey and analytics solutions. Our core business areas are market research, customer experience, and employee experience.

Overview of QuestionPro solutions:

- Customer Experience Solution
- Journey Management
- AI Insights
- Market Research Solution
- Online Community
- Consulting + Full Service
- Worldwide panel (22 million)
- Employee Experience Solution



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