



Brenntag uses QuestionPro worldwide to measure customer experience at various touchpoints of the customer journey.



Challenge 1

No automation of surveys

Challenge 2

No real-time reporting

Solution

QuestionPro Customer Experience

About Brenntag

Global market leader in the distribution of chemicals and ingredients

More information can be found [here](https://corporate.brenntag.com/en/about/):
<https://corporate.brenntag.com/en/about/>



Challenge

Prior to working with QuestionPro, surveys at Brenntag weren't distributed automatically; the entire process involved a lot of time and effort. In addition, there was a lack of transparency to analyze customer feedback effectively in real time.

Goal

The goal was to automate the distribution of surveys at the various touchpoints, triggered by certain events from the CRM. Furthermore, a real-time dashboard was to be set up with all important stakeholders granted access. It was particularly important for Brenntag to be able to create DIY surveys independently and edit them at any given time. They also needed to create dashboards independently in order to derive all relevant insights at all times.

Implementation

Brenntag relies on a high degree of customization of questionnaires for the touchpoints in order to capture relevant insights. In doing so, they rely on a uniform metric of measurement at the touchpoints, which includes the CES and CSAT in addition to the NPS. This allows them to compare these across different touchpoints and also create cross-touchpoint KPIs in the dashboard. In addition to the high degree of flexibility, it is also particularly helpful that Brenntag can implement all customizations using the DIY approach and surveys can be created at Brenntag basically by anyone. The DIY approach is also continued throughout the reporting, which enables Brenntag to create as many reports and dashboards as desired. As a global company, it is vitally important to meet compliance requirements and to always control and improve your own data. Disposition Metrics in QuestionPro help provide complete transparency: such as where marketing permissions can be improved, and to which customers surveys may not be sent because they have not given their permission.

"Thanks to QuestionPro's fantastic support, we were able to take our service excellence program to the next level."

Svenja Daniel

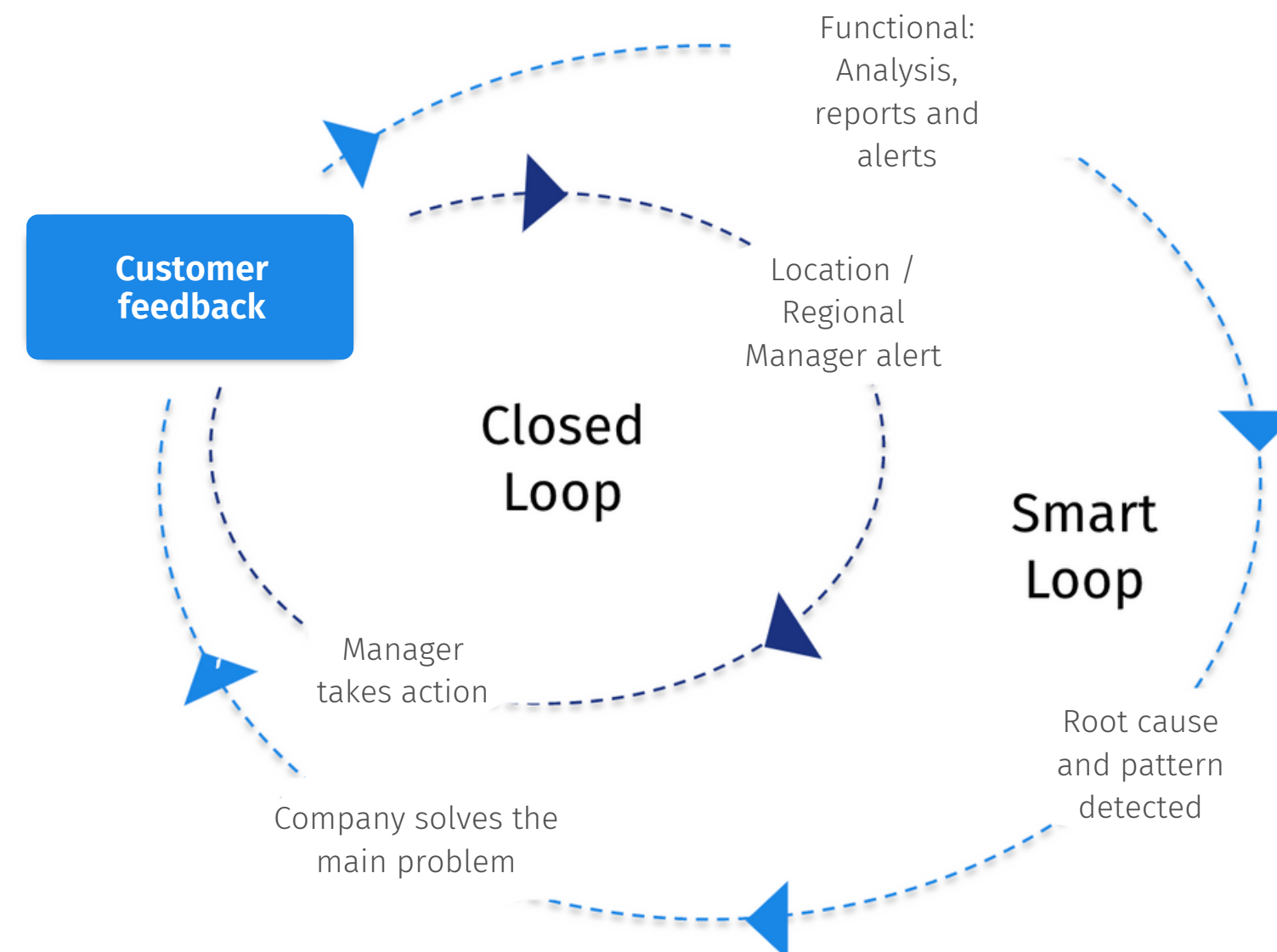
Global Project Manager Service Excellence



Close the loop & Change-Processes

However, Brenntag also excels in its change-the-loop process, as it not only writes to or calls customers who belong to the Detractors group, but the overall goal is also to contact the promoters and thank them for their feedback.

Thanks to several customers providing feedback, a large number of initiatives have been launched to begin improvements, and it's evident from the rising Net Promotor Score that the initiatives have been received by the customers and that they are now more satisfied.

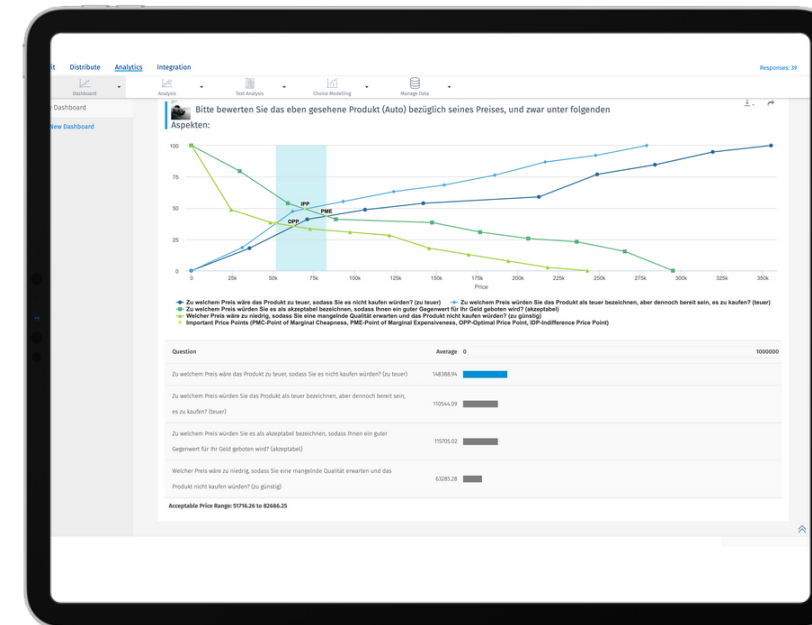


Overview of QuestionPro solutions:

- Employee Experience solution
- 360° Feedback
- Pulse surveys
- Consulting
- Full Service
- Market Research & Customer Experience Solutions

About QuestionPro

QuestionPro is an enterprise feedback management platform that has been continuously and closely developed for two decades to meet the needs and desires of our customers in the fields of experience management, market research and scientific research. With more than 4 million customers in over 100 countries, QuestionPro is one of the most widely used and popular survey and analytics solutions in the world. Our main business areas are Market Research, Customer Experience and Employee Experience.



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