



Daikin, the world leader in heating, ventilation and air conditioning technology, pursues one goal: the perfect symbiosis of first-class product quality and a seamless experience – from the initial architectural design to after-sales service.



Challenge 1

Lack of end-customer contact

Challenge 2

Diverse target groups

Solution

Customer Experience Solution

About Daikin

world's leading manufacturer of heating, air conditioning, ventilation and refrigeration technology

<https://www.daikin.com/>



The climate ecosystem of the future: How a global market leader decoded the “black box” of indirect sales with 360° insights

Daikin Industries has stood for innovation in refrigeration and air conditioning technology since 1924. However, despite annual sales exceeding €28.98 billion and a global presence, the company faced a strategic hurdle: a "blind spot" in its sales. Because Daikin primarily distributes its high-quality solutions through a close-knit network of specialist partners, the direct flow of information often ended at the shop door of the tradesperson's business.

The challenge: Complexity as an opportunity

The challenge was multifaceted: it wasn't just about measuring end-customer satisfaction in 11 countries and languages, but also about understanding the entire network of stakeholders. A consistently indirect sales approach often means relinquishing control over the customer experience at the point of sale. Daikin, however, wanted to know what truly motivates architects during the planning phase, designers regarding aesthetics, and B2B customers regarding service. The goal was clear: to transform the indirect sales channel from a passive supply chain into an active, data-driven experience journey.

The Transformation: The 360° Feedback Ecosystem

In collaboration with QuestionPro, Daikin developed a holistic system that goes far beyond simple customer satisfaction surveys. Daikin now utilizes the full range of modern feedback technology to make every touchpoint of the customer journey – from initial design to maintenance – measurable.

Thanks to QuestionPro, we've eliminated the 'black box' between manufacturer, specialist partner, and end customer. Today, we actively manage the entire journey – from initial inspiration in the flagship store to long-term customer loyalty through our service.

Marlene Laviolette

Manager Customer Experience



The architects of the experience: B2B & planning

The process begins with Designer & Architect Satisfaction Analyses. Daikin starts here, even before the first product is installed. Through targeted feedback from specialist planners, Daikin ensures that the technological requirements and aesthetic demands of these visionaries are met. In the Daikin Flagship Store, this experience is enhanced by Retail Analytics and feedback terminals to understand visitor behavior and needs in real time.

Quality assurance at the point of sale

To ensure the brand promise is upheld by external partners, Daikin uses mystery shopping. These objective quality checks guarantee that the on-site consulting expertise meets the brand's premium standards. This is complemented by partner satisfaction surveys: Daikin views its specialist partners not just as buyers, but as customers. Only when partners are satisfied and receive the support they need can they optimally market Daikin products.

The circle is complete: end customer and service

To finally bridge the gap to the end user, Daikin utilizes every touchpoint. The "Stand by me" warranty program serves as an ingenious anchor point: QR codes on the warranty cards direct customers straight to the Customer Satisfaction Survey after installation. The Service Quality Survey (NPS) provides the final seal of quality. Every maintenance and service call is evaluated to guarantee continuous operational excellence.

The circle is complete: end customer and service

Thanks to its centralized data strategy, Daikin receives over 200 fully completed feedback forms every month. This data is fed into the integrated dashboard, which enables precise benchmarking between regions and partners.

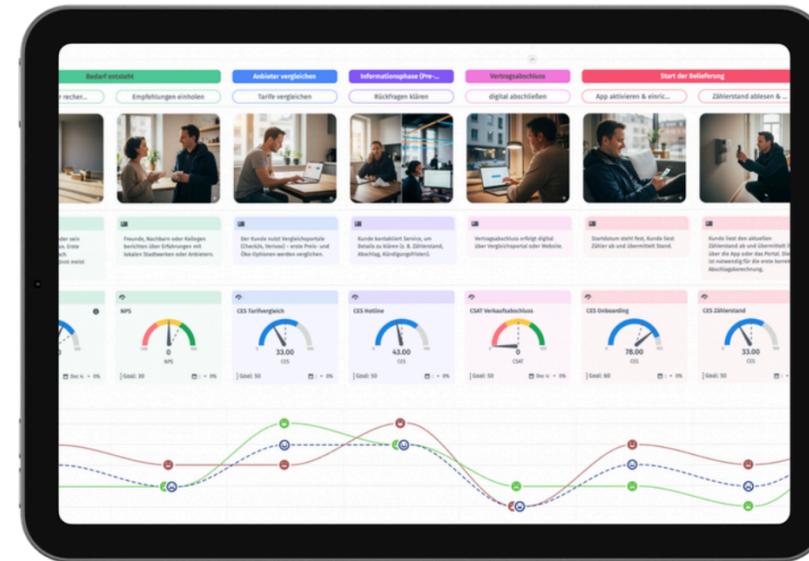
Daikin has proven that an indirect sales model doesn't have to be an obstacle to customer proximity. By combining demographics, B2B analytics, and real-time feedback at the point of sale, Daikin has created a transparent ecosystem. Today, the company no longer operates based on assumptions, but on hard facts – fostering a climate that is not only technically sound, but also humanly compelling.

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

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.



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