



Viessmann uses QuestionPro worldwide to better understand the customer and generate all market-relevant insights as automatically as possible.



Challenge 1

DSGVO compliant survey platform

Challenge 2

Extensive mix of methods and numerous functions

Solution

Research Solution

About Viessmann

International leading manufacturer of heating and air conditioning technology

More information can be found [here](#).



Overview

We had the opportunity to talk to Sven Keiner - Manager Customer & Market Insights at Viessmann Climate Solutions SE - about his tasks and how he uses QuestionPro. Since the entire department provides insights for global issues, the application spectrum is very broad: from product and price research, market analysis to innovation research. Viessmann uses QuestionPro wherever it helps to better understand the customer and to create customer-oriented products. It was important to use a DSGVO-compliant solution.

Goal

Establishment of a highly automated and agile DIY market research. The requirements of the departments are to be mapped quickly and agilely in order to provide the insights that the company needs to optimize products and processes. In addition to the classic market research topics, customer experience aspects are also to be covered in order to connect the two worlds.

Implementation of market research projects

When implementing market research projects, Viessmann relies on a high degree of automation. This includes:

- Invitation dispatch
- Presentation of results
- Reporting
- Export of data
- Import into databases and continue working with them.

The entire process is automated and thus saves a lot of time and also increases effectiveness. The high degree of automation and the use of market research methods such as Van Westendorp mean that studies do not have to be outsourced to a full-service institute and also save a lot of time and money.

"QuestionPro offers an extremely flexible survey tool with which we have been able to implement all requirements so far."

Sven Keiner
Manager Market Research



How the two worlds of market research & CX are merging

Viessmann not only conducts original market research, but always tries to think a bit further ahead and link the two worlds of market research and customer experience. In addition to querying the Net Promoter Score or other metrics, survey participants are also automatically forwarded to rating platforms, which in turn helps brand perception.

A "close the loop" was also implemented, whereby the Customer & Market Insights department as well as the employees from the respective specialist departments receive a notification if there are suggestions for improvement. In the case of non-anonymous surveys, the customer support or specialist department gets back to the customer directly. In the case of anonymous surveys, on the other hand, potential problems are nevertheless analyzed in greater depth.

In addition, especially in the case of product evaluations, the ideas and insights that come from open mentions are analyzed by the team to enable precise routing to the specialist department of the feedback. This is because product ideas/feedback can be interesting not only for product development but also for logistics, sales or quality assurance.

Customer centricity at Viessmann is also characterized by the fact that customers can proactively provide feedback on products on the website. This helps to further develop products and promote innovations.

In addition, the following touchpoints are continuously surveyed:

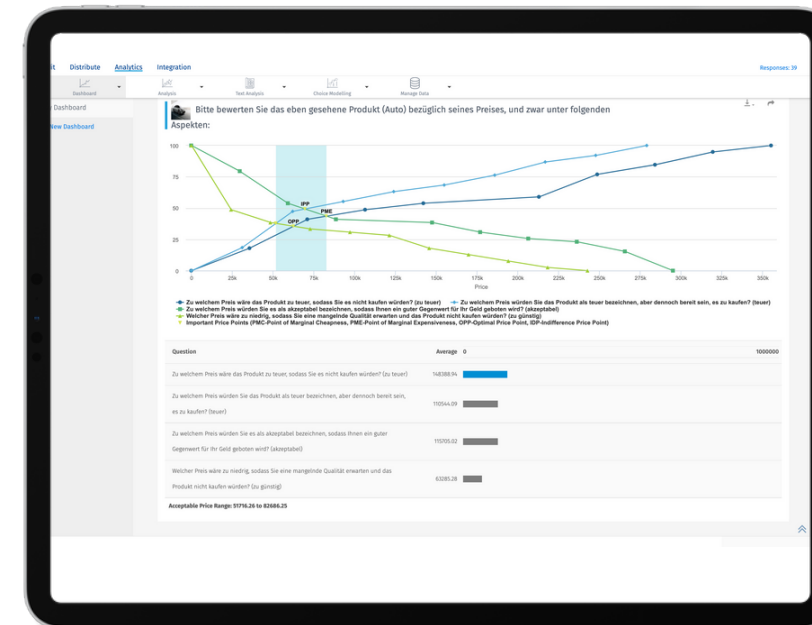
- Evaluation of the service activities by the technicians on site
- Website survey
- End users after a consultation in Viessmann branches
- Satisfaction after delivery

Overview of QuestionPro solutions

- Market research solution
- Online community
- Consulting
- Full service
- Global Panel (22 million)
- Customer Experience Solution
- Employee Experience Solution
- AI sentiment analysis

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.



[Learn more](#)

www.questionpro.de