



## Internal Case study



*"Bureau Veritas in Italy is very satisfied with the results of the Customer satisfaction survey conducted in 2007. We took a "client by client" approach in establishing our action plans, which enabled us to better understand our clients and identify cross-selling opportunities."*

Sales and Marketing  
Manager for Bureau Veritas  
in Italy.

## Customer satisfaction survey in Italy

*"Acting swiftly to attract and retain our clients"*

### BUSINESS CHALLENGE

- Customers expect a high standard of service from Bureau Veritas
- Bureau Veritas needs to evaluate the standard of its services and the needs and expectations of its customers so it can continue to meet their requirements

### SOLUTION

- Customer satisfaction survey conducted in eight Italian offices
- 300 major customers interviewed by telephone
- Four Divisions involved: Industry, Construction, Certification and Health, Safety and Environment
- Action plan devised and followed-up until completion

### BENEFITS

- A personalized client-to-client approach
- Establishment of the relevant KPIs to control the standard of services at different stages
- Sustainable growth through cross-selling and greater customer loyalty

### ENTITY PROFILE

- Entity name: Bureau Veritas Italy
- South Europe Zone
- 20 offices
- 300 employees
- Divisions: Certification, Health, Safety & Environment, In-Service Inspection & Verification, Industry, Construction
- 15,000 customers

