

TACKLING CUSTOMER CHURN AND ELEVATING SALES FOR A CPG COMPANY – INFINITI RESEARCH'S CUSTOMER NEEDS ANALYSIS ENGAGEMENT

BUSINESS CHALLENGE



To identify their customers' unmet needs, purchase behaviors, and spending habits

OUR APPROACH



Conducted market research of the Canadian CPG industry to identify unmet needs of the customers' and understand other purchasing drivers and barriers

RESULTS OBTAINED



The company reduced customer churn rate by 11%

INFINITI'S COVID-19 VALUE PROPOSITION

As the world continues to witness a global crisis of unprecedented scale due to the COVID-19 pandemic, professional advice, expertise, and timely intelligence are more critical now than ever before for business leaders across the globe.

Infiniti offers a variety of support solutions to help companies in the CPG industry to understand the change in volumes and values post the COVID-19 crisis

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