

MARKET INTELLIGENCE ENGAGEMENT HELPED A FOOD SERVICE INDUSTRY CLIENT TO ENHANCE CX BY 2X AND INCREASE SALES BY 31%

BUSINESS CHALLENGE



In order to adapt to the changes and gain a leading-edge, the client wanted to gather comprehensive insights into the market's development, industry regulations, customer needs, and competitive landscape

OUR APPROACH



Gathered insights on primary customer needs and identified reasons behind customer switching to different brands

RESULTS OBTAINED



Within one year of leveraging our market intelligence engagement, the food service industry client was able to increase CX by 2X and sales by 31%

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 food service industry to understand the change in volumes and values post the COVID-19 crisis

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