



CASE STUDY

# Conducting Customer Satisfaction Study for an Online Innerwear Brand







Client

An Online Retailer



Industry

Consumer & Retail



**Solution** Consumer Insights



Region

**APAC** 





### **OBJECTIVE AND SCOPE**

The client, a leading online retailer of innerwear, wanted to understand customer preferences and experiences during the innerwear buying journey. For this, they wanted Benori's help in conducting a customer perception survey to understand:

- The general perspective in terms of colour, pattern, fabric and occasion - of Indian women for buying lingerie
- The buying preferences of women at a city-wise and regional level









### **APPROACH**

We conducted a detailed survey with customers of the brand to understand a) customer preferences and b) value-adds (or 'extras') which customers expected from their preferred lingerie brands. The insights were presented in the form of stylish infographics.



# **METHODOLOGY**













# **Impact**

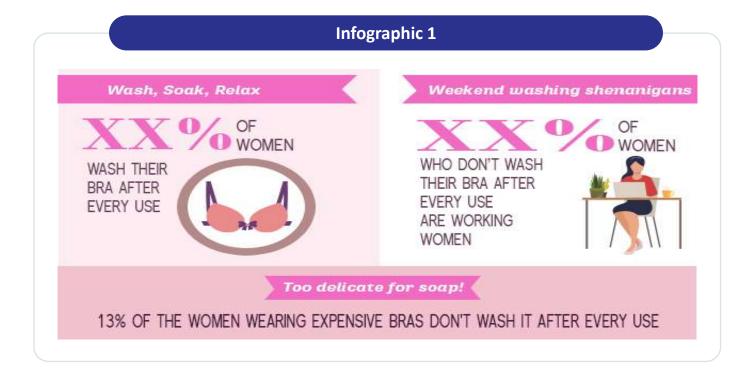
The insights from the study and the infographics created helped the client in:

- Highlighting fun-facts regarding customer preferences for buying innerwear in India
- Educating customers and influencing their future buying behaviour





## **Sample Output**





#### **About us:**

Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

#### **Powering Growth Through Knowledge**

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