



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



Secondary
Research



Primary
Research



Data
Modelling



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

Infographic 1



Infographic 2



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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