

# THE KEY ACCOUNT SATISFACTION REPORT

The logo for Markits Consulting, featuring the word "markits" in a bold, lowercase, sans-serif font. The "ma" is in a dark purple color, and "rkits" is in a light blue color. Below "markits" is the word "CONSULTING" in a smaller, uppercase, sans-serif font, colored in a dark purple.The logo for Pragma Group, featuring a stylized icon of three overlapping squares (two red, one white) to the left of the word "pragma" in a lowercase, sans-serif font. Below "pragma" is the word "group" in a smaller, lowercase, sans-serif font, colored in a dark red.

IF MAJOR KEY ACCOUNTS ARE ASKED TO RATE YOU,  
HOW MUCH WOULD YOU GET OUT OF  
TEN?

# WHAT IS IT?

## Objectives

The Key Account Satisfaction Report is a syndicated study launched and conducted by Markits Consulting and Pragma Group.

The objectives of the report are:

- \* To evaluate your company's current practices within the key account channel of distribution
- \* To measure the level of satisfaction and expectations of Key Accounts towards your company
- \* To benchmark your service against key players in the market
- \* To identify improvement opportunities when it comes to the level of service provided to Key Accounts

# HOW WE WILL DO IT?

## Our Methodology

We will conduct face to face interviews with key decision makers having purchasing responsibilities within one of the 16 different key accounts chosen to take part in the study.

This will be done by pre-setting appointments prior to the meeting and spending one and a half to two hours discussing their relationship with a list of 18 different distributors.

The In-Depth Interviews will be conducted using a semi-structured questionnaire in which we capture information using a mix of closed and open ended questions.

# WHAT WILL IT COVER?

## Information Areas

The areas that will be covered in the report:

- \* Overall Satisfaction
- \* Overall performance
- \* Preference over competition
- \* Satisfaction levels on various attributes like product (consistent quality, storage, condition of packaging, etc), promotion / advertising programs, sales representative (appearance, professionalism, ability to understand needs and solve problems, openness to complaints, etc)
- \* Sales Administrative: orders are taken accurately, competent pricing system, profitability, convenient purchase process, payment facilities, easy banking process, etc.
- \* Delivery process: short loading time, accuracy of product delivery, suitable time lag from payment till delivery, overall performance of delivery process, drivers performance, etc.
- \* Company image: reliable, fair, keen on growing business, technologically advanced

# WHAT WILL IT COVER?

## Distributors Under Study

The list of distributors to be included in the study:

Food & Beverage	Home & Personal Care
Diageo	Obegi Consumer Products
Nestle	L'Oreal
Transmed	Spartan
Bocti	Transmed
Vincenti	Abou Adal
Obegi Consumer Products	Slid (Nivea)
Nexty	FDC
EAM	Columbus
KFF Food and Beverage	Endurance
Wataniya	Sindia
KFF OTC	

# WHOM WE WILL TALK TO?

## Key Accounts Decision Makers

The panel will cover 16 different outlets from the following list of KAs doors:

Carrefour	Storium Saliba
Spinneys - Dbayeh	Fahed Boulos – Furn El Chebbak
Spinneys - Hazmieh	Fahed - Jounieh
Charcutier - Sad El Bauchrieh	Metro Superstores
Charcutier - Mansourieh	Cooperative Al Janoub
Charcutier - Jeita	Jbeil Super Market
UCCM – Head Quarters	Monoprix
Bou Khalil	Caliprix
Amlieh	Ghazaley Super Market
Rammal	TSC
Carrefour	Storium Saliba
Spinneys - Dbayeh	Fahed Boulos – Furn El Chebbak

# HOW LONG WILL IT TAKE?

## Timeline

PROJECT TIMELINE (WEEKS)	1	2	3	4	5	6	7	8
<b>Project Set Up</b>								
<b>Quantitative Research</b>								
<b>Analysis and Recommendation</b>								



# How MUCH IT COSTS?

## Costing

The total cost of the entire project would be of: **USD 4,000\***

\*If a minimum number of 3 distributors signed up for the project.

The total cost will be reduced to USD 3,000 if more than 4 distributors signed up.

# GET IN CONTACT

We look forward to  
working with you.



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