



CASE STUDY - AAK

“We engaged KMB in 2015 to help us survey and get impartial feedback from our customers as part of our ISO accreditation. We have been extremely pleased at the thorough and competent way in which the entire project was undertaken including the initial set up, the execution and the clear format in which the results were finally presented back to us. I would not hesitate to recommend their services”

CAMPAIGN OBJECTIVE:

Each part of this exercise had to be documented including email correspondence to ensure all relevant schedules – processes – results and reporting were available for inspection. KMB have been commissioned to undertake an independent Customer Satisfaction exercise on behalf of AAK (UK) Limited to enable them to deliver clear shown results to the ISO that they are working towards managing customer requirements and expectations.

AAK (UK) Currently have around 400 key touch points (customers) and require KMB to undertake a three phase campaign to complete 50 surveys per month over a period of 3 calendar months. The survey is split into 3 sections and will require three decision maker contacts:

1. KMB will red flag any unhappy customers to ensure AAK can follow them up and resolve.
2. Customer Survey Reporting.
3. Monthly reporting to be undertaken to record and analyse the 50 completed surveys per phase undertaken.
4. End of Campaign reporting did include above and then full analysis of all 3 phases but split by designated customer coding (ABC) and by designated sector (Food Service/Industrial).

CLIENT DESCRIPTION:

AAK (UK) Limited specialises in the development, production and application of edible oils and fats for the food manufacturing and baking industries, as well as for food service and retail. AAK (UK) Limited's success is built upon its ability to provide value added solutions, rather than one size fits all products. AAK operate the UK's largest edible oils refinery. With additional manufacturing facilities in Runcorn, the world's leading manufacturer of high value-added speciality vegetable fats. Products are sold throughout the UK and in over 35 countries worldwide.

RESULTS:

AAK were complimented by ISO accreditation on the standard of implementation work undertaken and reporting delivered by KMB.



**28,016 meaningful
conversations
in 2018***

* KMB had across all campaigns