



**VEGA**CONSULTING



# Satisfaction Benchmark: Measuring Windows Mobile SAT



## Understanding the service delivery drivers that delight customers.

### THE CHALLENGE

A leading provider of mobile platforms and services asked Vega to help better understand customer satisfaction drivers.

### THE PROCESS

Vega effectively project managed several marketing research projects for the client team including:

- An online site satisfaction study
- A mobile online satisfaction survey
- A total access program satisfaction survey.

### VEGA DELIVERS

The surveys resulted in significant new insights and numerous new business ideas.

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