

## Talent Q Client Story

### Background

Having expanded our service very effectively over the last five years, at Talent Q we were keen to understand more about our customers and the experience that they were having in working with us. We were keen to ensure that we were maintaining high levels of service to existing customers, and to find what we might be able to add to our service approach as we cater to more customers.

Customer Psychology conducted a 'Customer Insight' programme: in depth interviews with a number of our current customers to understand how they experience working with Talent Q. As psychologists, they are uniquely placed to provide insights into what is driving our customers and how they really feel about working with us.

### The Results

We were reassured from the results that Customer Psychology presented that our customers were experiencing low levels of negative emotions as we know that this would have required immediate action. Importantly, there were also reminders for us regarding how we can provide a better service, both immediately and going forwards

Customer Psychology provided a clear and straightforward view of customer behaviours, and it was fascinating to see what was driving our customers psychologically. Our deeper level of understanding will now allow us to focus on and appeal to these psychological drives even further in our dealings with our customers, which will mean that we can make our customers even happier.

### Highlighting our strengths

The outcome of this Customer Insight project also provided very useful information around what customers see as our key strengths. For example, they highlighted the strength of their relationships with our account managers. We were also seen as approachable, open and honest. We will be able to build on these strengths as we go forwards, using these characteristics as a key part of our [Service Brand](#).

### Working with Customer Psychology

What we appreciated about working with Gareth and his team was their ability to apply core psychological principles to understanding the behaviour of customers and making commercial links to our business requirements.

Steve O'Dell, CEO Talent Q UK.

To discover more about how Customer Psychology can help your organisation, email us at [info@customer-psychology.com](mailto:info@customer-psychology.com).



## About Talent Q

Talent Q provides innovative online psychometric assessments, training and assessment consulting, addressing talent management challenges throughout the employee lifecycle. We provide innovative, flexible and practical assessment solutions to fit your business, how and when you want them, at a price to suit you. With an unrelenting focus on customer service, Talent Q goes beyond science and technology to deliver an outstanding assessment experience for all.

[www.talentq.co.uk](http://www.talentq.co.uk)

