

## **The Effect of Customer Satisfaction Surveys on Attach Rate in a B2B Environment**

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**Abstract:** This study is conducted in a business to business (B2B) environment. The U.S. company produces advanced automation and assembly equipment solutions for the electronics manufacturing industry, across the globe, and it also provides after-sales services (AS's). After-sales services are activities that take place after the purchase of the product by customers and are devoted to supporting customers. An AS can create sustainable relationships with customers and contribute significantly to customer satisfaction. Having a low customer retention rate could be due to many reasons, one of which for example is that new customers may be unaware of the services provided by the company.

Attach rate measures how many add-on products a business sells with each major product. The attach rate is defined here as the percentage of customers who purchased an extended warranty after the original machine warranty expires. In this paper, customer satisfaction surveys are being used as a portal to market after-sales services provided by the company. It is known that there are certain outreach factors in surveys that may increase the response rate but, in this study, the impact of such outreach on the customer attach rate is being evaluated.

*Keywords:* Customer satisfaction survey, after-sales service, response rate