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Market insight & strategy



Category 6 : Best Use of Customer Research and Insight

MRA Research's **customer experience programme** for **3 divisions of Breedon GB** uses **innovative measurement tools** to segment data to understand customer behaviour and improve satisfaction.

- **Breedon GB Materials** monthly interviewing data inputs directly into **business intelligence software** so customer service address issues immediately. Follow-up calling creates an **infinite feedback loop** for continuous improvement.
- **Breedon Cement GB** has 'Waves' of research followed by focus groups to action areas for improvement/investment.
- **Breedon Surfacing Solutions** has research Waves similar to Cement GB but adjusted for its specific audience and market.

“ *The value of the research across the Breedon Group is substantial. Amid the challenges of 2025, it's kept us closer to our customers than ever. This has safeguarded satisfaction and retention with measurable improvements and positioned us for continued success.* ”

Mike Pearce, CEO of Breedon GB

Email callum@mra-research.co.uk now to get your facts and insights

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