



CASE STUDY

Tangible Facts Drive Results

GLP Europe leveraged KingsleySurveys for a data-driven approach to tenant satisfaction

OVERVIEW

GLP is a leading global investment manager and business builder in logistics, real estate, infrastructure, finance, and related technologies. The European operating portfolio consists of more than 5.6 million SQM of warehouse space in strategic logistics markets, which are leased to blue chip customers such as Amazon, DHL, and DB Schenker. In addition, GLP Europe has a prime land bank that allows for the development of a further 4 million SQM.

GLP was keen to understand how the business could improve customer experience and partnered with KingsleySurveys to undertake a customer survey to measure satisfaction.

CHALLENGE

Previously, tenant sentiment was recorded through feedback received from bi-annual customer meetings. GLP wanted to standardize the process to capture survey responses that measured relevant data and create benchmarks to understand how the company performed over time.

COMPANY PROFILE



GLP EUROPE

Industry: Logistics real estate investor, developer, and asset manager

Headquarters: Singapore

Countries Served: 17

Year Founded: 2007

SOLUTION

KingsleySurveys partnered with GLP to create a comprehensive survey program that captured meaningful data in key customer areas, including occupancy, rent collection, and more. GLP worked closely with their clients to understand how more formal survey feedback would help them better support their tenants.

As the leading solution in the industry, KingsleySurveys captured the survey responses in real-time and then used the Kingsley Index to benchmark customer data against peers. GLP used the survey data to create detailed action plans, quickly generating tangible results from the process. Feedback was presented in multiple languages so teams in different countries could more effectively review their specific data.

Leveraging the analytics from KingsleySurveys, each country was able to determine areas that were going well and identify opportunities for improvement.

“We moved from a finger-in-the-wind approach to one that was driven by more tangible facts and data. We used to discuss customer service around the coffee machine, but now it’s more structured,” said Florian Wnuck, European Head of Business Development.

RESULTS

GLP’s approach to **improving customer experience** is now **data-driven and structured** with KingsleySurveys.



GLP is able to create **trackable performance goals** with KingsleySurveys action planning.



Partnering with KingsleySurveys has allowed GLP to **increase satisfaction and response rates** from their customers.



The KingsleySurveys team provides **great support**, ensuring that our team can **get the most out of the results** of the surveys.”



Florian Wnuck

European Head of Business Development

Learn how **KingsleySurveys** can improve your performance!