

# Tennant Company Uses CheckMarket to Inform Decision-making Across All Business Levels



Tennant Company uses CheckMarket globally to track customer satisfaction, run internal surveys, and conduct market research with reporting dashboards fed directly to leadership to enable informed, agile decision-making across all levels of the business.

## About Tennant Company

Founded in 1870, Tennant Company (TNC) is a world leader in the design, manufacture and marketing of solutions that help create a cleaner, safer and healthier world. Tennant has manufacturing operations throughout the world and sells products directly in 15 countries and through distributors in more than 100 countries.

## The Tennant Company & CheckMarket Story

When Global Marketing Research Manager Lakshmi Sitaram joined Tennant Company, the company had an expensive incumbent survey tool that not many people used.

Lakshmi wanted to find a more cost-effective and globally-capable solution that offered flexibility in its pricing and features, for Tennant was looking to run both customer satisfaction and market research programs.

Tennant's European team brought in CheckMarket for a pilot to run an NPS program, and Lakshmi saw it as a good fit for Tennant's market research needs, too.

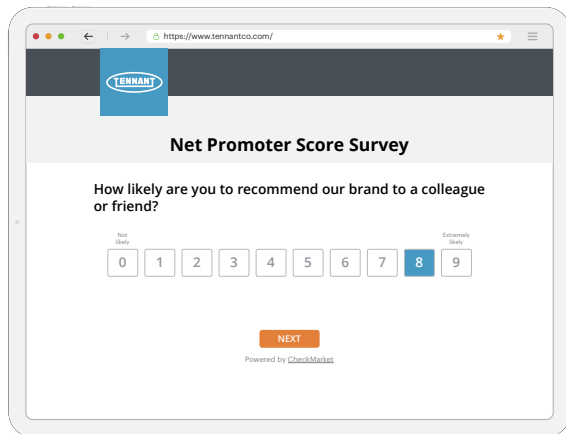


Figure 1: Tennant first harnessed CheckMarket for its NPS capabilities, before rolling it out for additional use cases across the business

## Results



Tennant has 70+ users of CheckMarket globally (launched in Europe, North America, Mexico, China, Australia, and more)



CheckMarket is harnessed by market research, HR, learning & development, leadership, and employee communications teams



Real-time dashboards on key metrics and feedback are displayed throughout the business to motivate employees, and fed directly to leadership

“We saw CheckMarket as a robust platform for measuring customer satisfaction and conducting market research,” Lakshmi explains, “and liked that it offered the opportunity for our use of the tool to scale over time as our survey needs grew.”

Tennant's survey needs soon grew beyond NPS and market research use cases, and CheckMarket was rolled out to empower insight and feedback capabilities across all areas and levels of the business.

“ We had 20 users or so when we first started with CheckMarket,” Lakshmi explains, “but every year we’ve been adding more users and now have over 70. CheckMarket’s support has been brilliant over the years, and has really helped us grow our programs quickly and easily. The HR team runs their own HR-related surveys, the learning and development team train sales reps and others and have their own feedback surveys, and leadership run surveys asking for instant feedback from employees.” ”

Nowadays, beyond all CheckMarket’s survey capabilities, Tennant also harnesses CheckMarket’s real-time dashboards to both inform leadership, and also share instant customer feedback (both positive and negative) to motivate employees.

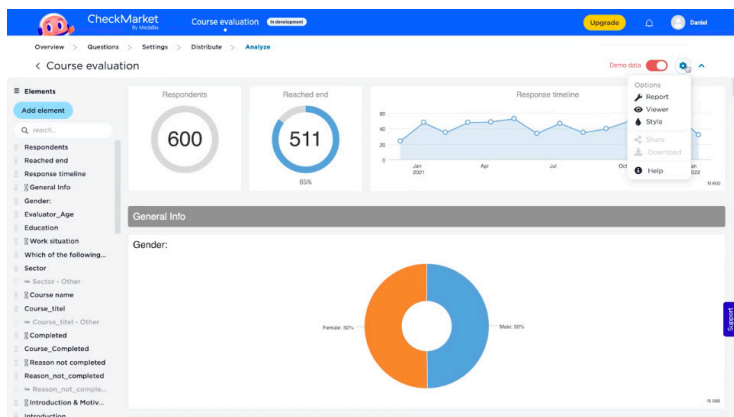
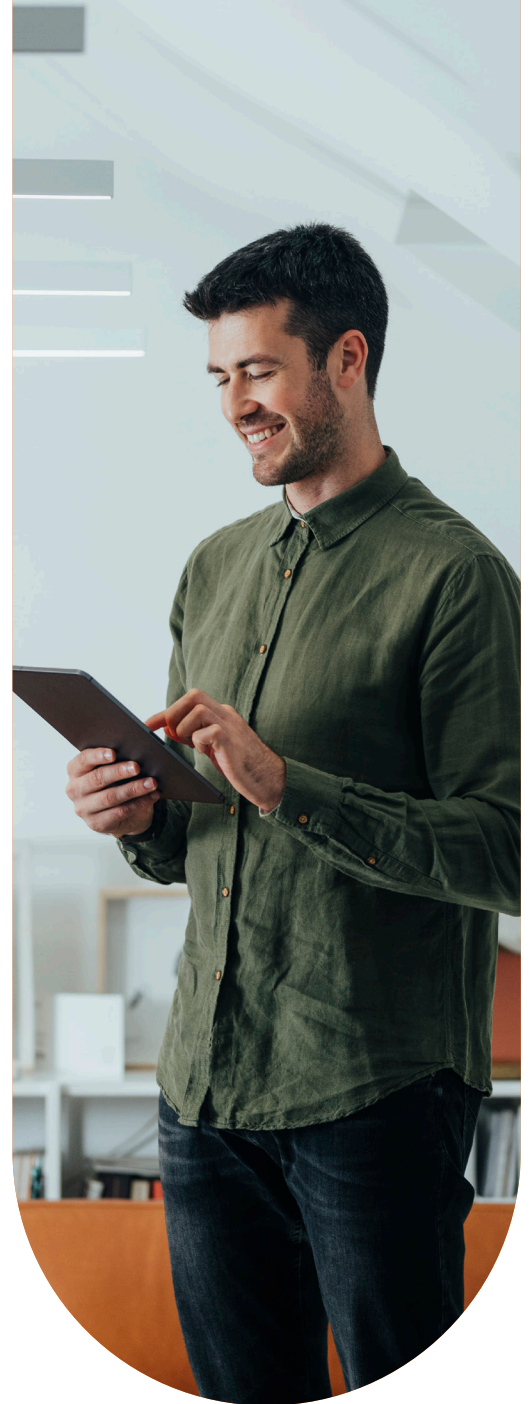


Figure 2: CheckMarket’s real-time dashboards keep leadership informed on the latest insights across consumers, customers, and employees

Looking to the future, Tennant is planning to continue its global rollout of CheckMarket (next stop: Brazil) to further empower employees to collect and act on all the insights they need.

“ We’re looking to become more proactive and less reactive with our feedback programs,” Lakshmi says, “and we’re excited to continue harnessing CheckMarket as our survey platform and work with the excellent CheckMarket team to fulfill all our customer, consumer, and employee insight needs.” ”



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