

Customer InSight Surveys


Winter 2010



Customer InSight Surveys

- Ever wondered what your customers are thinking?
- When talking to your customers do you think “are they telling you what you want to hear or what you need to hear”?
 - Ever been uneasy that your price isn't capturing the true value of your product or service?





Customer InSight
Surveys answers
questions.

Customer InSight Surveys are content rich surveys that use advanced data analytics and have been proven to accurately:

- Pinpoint product or service attributes that deliver value
- Determine an economic dollar value for each attribute by customer and customer segment

A Customer InSight Survey removes the guesswork

With a
PROVEN record of
SUCCESS CIS
Surveys:



Sales

- Determines product or service attributes that are important to the customer so sales presentation can be tailored
- Exposes customers who only want a low price
- Verifies the level of customer interest in purchasing

Marketing

- Pricing can be accurately determined by customer segment
- Customers can be accurately segmented by product needs
- Voice of the customer is represented with verifiable data
- Market share can be accurately predicted

Product Development

- Product attribute value (and how much value each attribute brings) can be accurately determined thus guiding R&D



Conducting a Customer InSight Survey

Survey Development

Typically working with your team we develop the first test survey in a ½ day workshop / meeting

The survey is tested first internally then with selected customers

Survey Delivery

Utilizing your sales force the survey is delivered to the customer

Surveys take less than 7 minutes to complete

Data is entered to our website

Survey Results

Using our content rich CIS software model and advanced data analytics we provide results on individual customers and customer groupings

We quantify future value and provide "what-if" scenario options for strategic planning and product launches

Customer InSight Surveys – how do they work?

Sound MARKET
RESEARCH.

Advanced
STATISTICAL
TECHNIQUES.

Supported by
STRATEGIC
CONTEXT.

A customer is presented with an opportunity to assist in designing a new product or service.

A pre-amble is designed that sets the scenario in which the product or service would be deployed

The hypothetical product or service is presented as having several attributes still to be designed

Each attribute can either be binary (has it or doesn't have it) or progressive (can have more or less of it) .

Customer InSight Surveys – how do they work?



Customers are presented with a series of trade offs which simulate a purchase decision

The order in which the respondent orders his or her choices provides insights into their preferences

Trade offs are presented in sets and respondents must sort their order of preferences from highest to lowest

Customer InSight Surveys – an example

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Hotel example

You are going on a weekend holiday and must choose a hotel on a resort island.

- On the island there are two hotels – the Hyatt and the John's hotel – a local favorite.
- Hotel rooms can have an ocean view or a view of the parking lot
- Rooms can come with large King size beds or two double beds.
- Finally room prices can range from \$150 \$250 or \$350 per night.

Please sort the following choices in order of your preferences

Customer InSight Surveys – an example

Choice	Price	Hotel	View	Bed
A.	\$150	John	Ocean	King
B.	\$250	Hyatt	Ocean	Double
C.	\$350	Hyatt	Parking lot	Double
D.	\$150	John	Ocean	Double
E.	\$250	John	Parking lot	King
F.	\$150	John	Parking lot	King
G.	\$150	Hyatt	Ocean	Double
H.	\$150	Hyatt	Parking lot	King
I.	\$350	John	Ocean	King
J.	\$250	John	Ocean	Double
K.	\$150	Hyatt	Parking lot	Double
L.	\$250	Hyatt	Ocean	King
M.	\$350	Hyatt	Ocean	King

A L D G J B F H K I E M C

Rank highest to lowest – (sample ranking)

North America

Reference case:
 Price: 150
 Brand: Johns
 View: Pk lot
 Bed: Double
 ALDGJBFHКИEMC

Rank: 7.0 out of 13

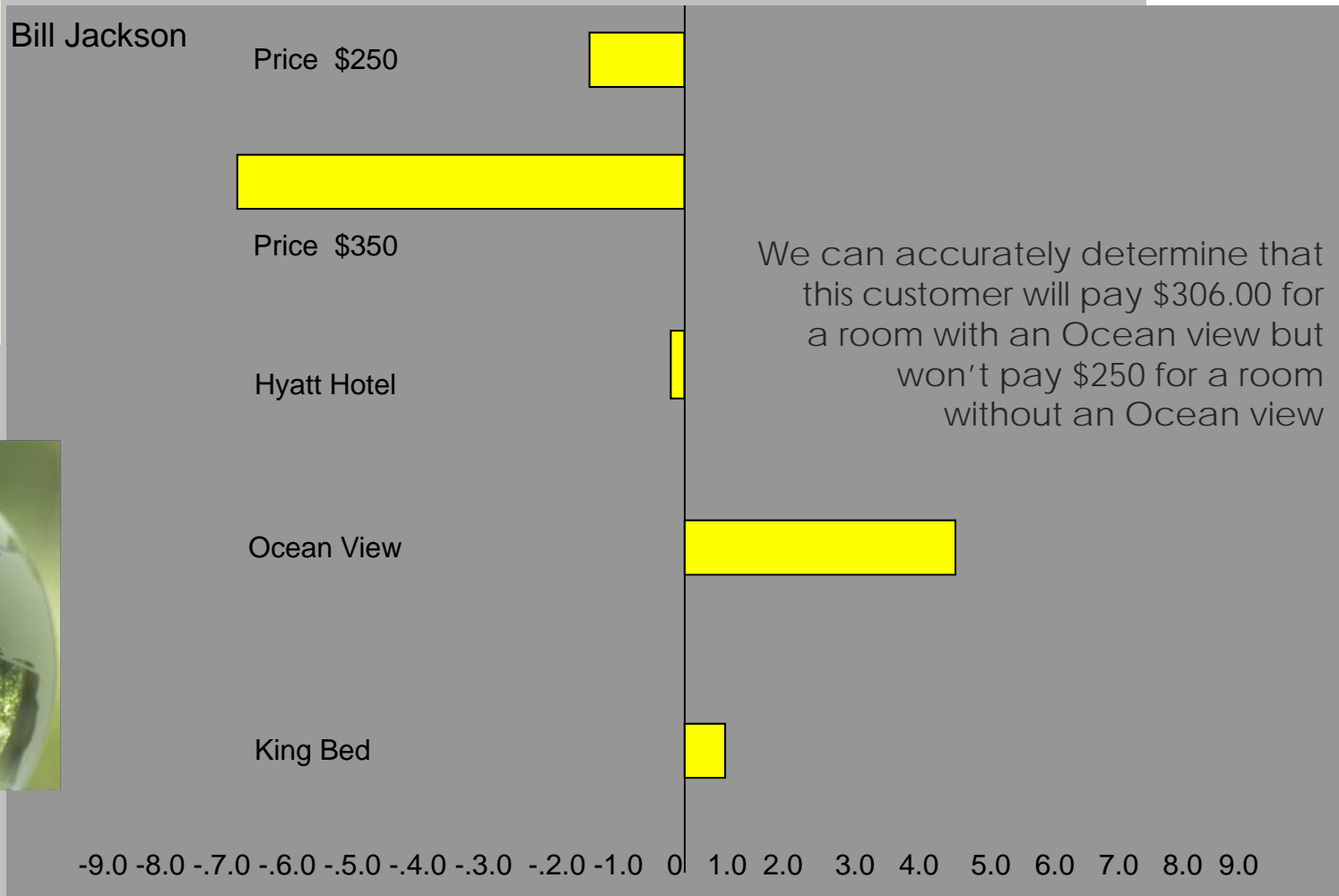
	Coeff.
Price: 250	-1.9
Price: 350	-7.2
Brand: Hyatt	-0.2
View: Ocean	5.0
Bed: King	0.6

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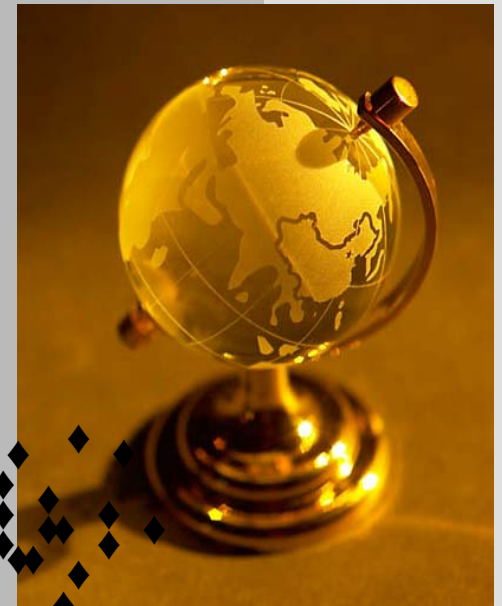
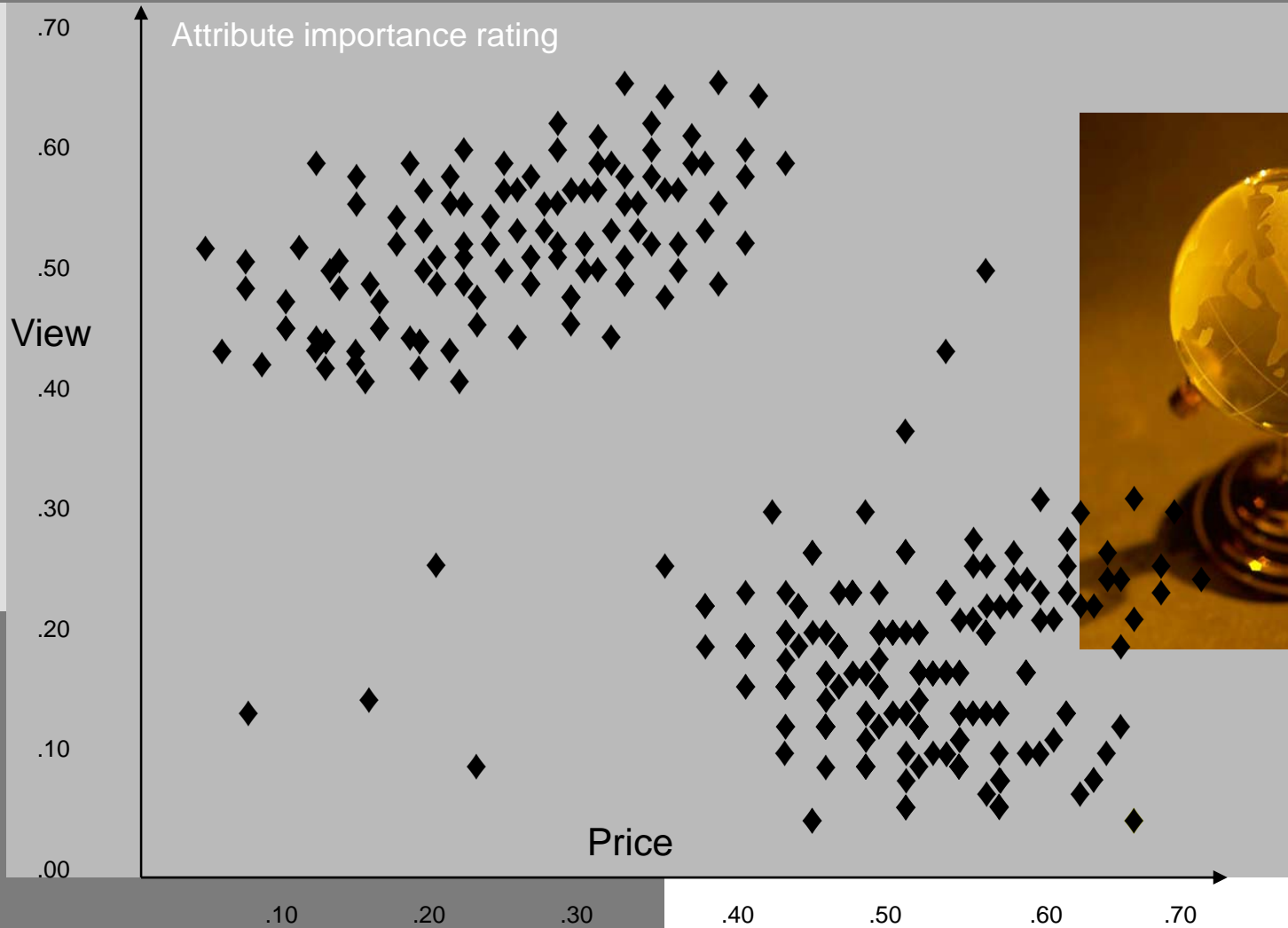
Customer InSight SURVEY

Individual analysis



Customer InSight Surveys

CLUSTER ANALYSIS



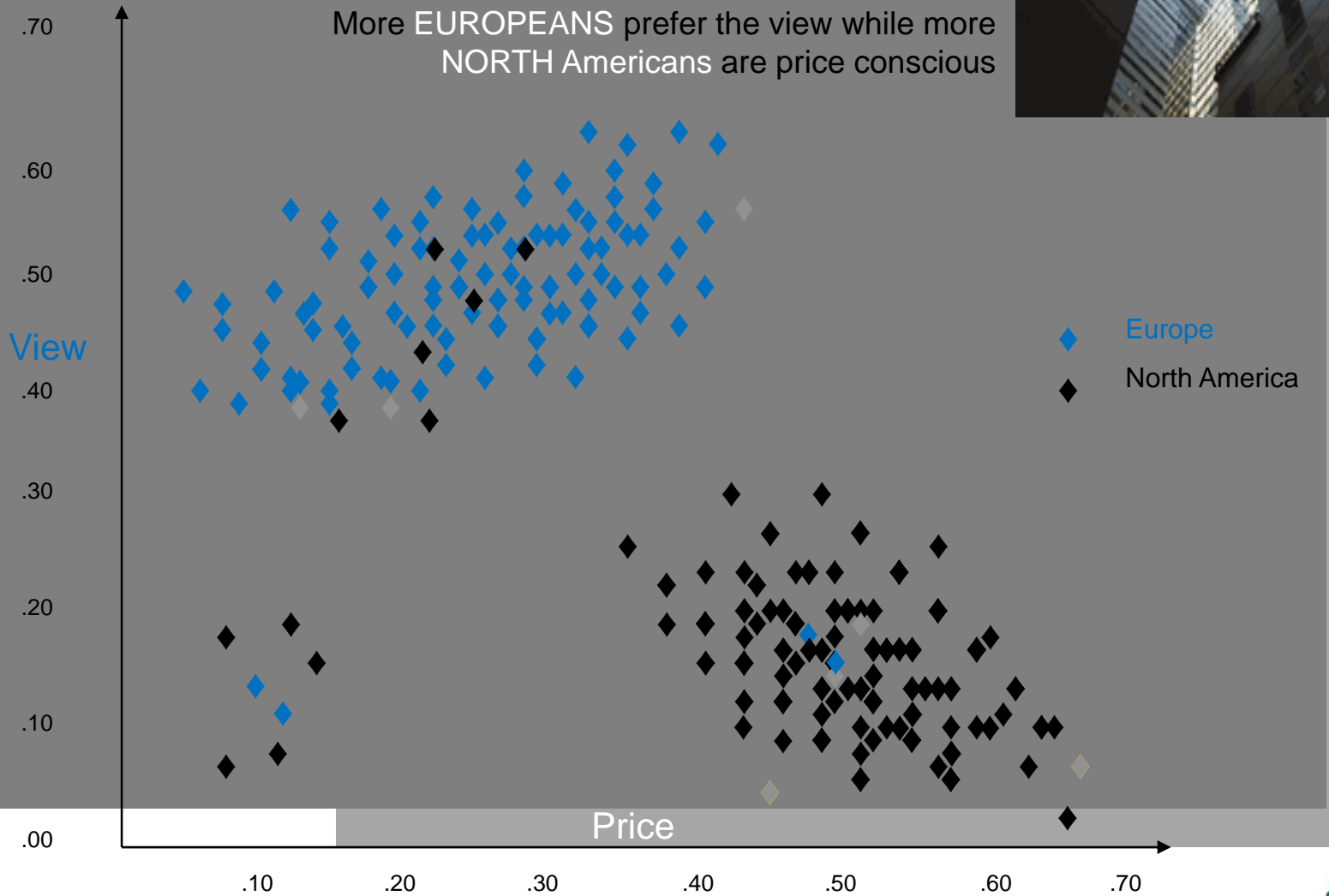
Customer InSight Surveys

Cluster analysis BY REGION



Attribute importance rating

More EUROPEANS prefer the view while more NORTH Americans are price conscious



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Opportunity Assessment

Customer InSight Surveys provide a forward looking assessment

They give one the ability to fully understand and anticipate the strategic issues of a business opportunity

Provide very accurate forecasting

Our decision-support model enables our clients to make their most important judgments by balancing risk and return in uncertain business environments

New Product Planning

Customer InSight Surveys have been instrumental in the development strategy of some of the world's best selling products

Provide our clients with extremely sensitive product appraisals and environmental assessments

Are used in multi-player non-cooperative game scenario planning and options modeling