



## ***INFORMATION RESEARCH CUSTOMER SATISFACTION RESEARCH***

**Would you like to know how to:**

- **RETAIN CURRENT CUSTOMERS?**
- **IDENTIFY AREAS FOR IMPROVEMENT?**
- **OPTIMISE YOUR SALES STRATEGY?**
- **PROTECT YOUR MARGINS?**

**If your answer is “Yes!” then read on...**

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## **PERCEPTIONS MAY NOT BE REALITY... BUT PERCEPTIONS DRIVE DECISIONS**

In today's competitive market place, continuous improvement is critical as new levels of sophistication in product and service offerings are constantly demanded and may be being offered by competitors. Even to stand still, your business must have an objective process to measure, analyse and address customer needs and perceptions, and to gauge how well you meet them. To grow, your company must also identify opportunities to exploit through an analysis of your competitors' market position. To protect your margins, your business must prioritise and target its resources to achieve best practice in the key areas required by current and potential customers.

Information Research's customer satisfaction research services can help you to gain the insights required to compete successfully in today's business environment.

## **VITAL ANSWERS TO VITAL QUESTIONS**

Information Research's customer satisfaction research services provide clear answers to the key questions that drive your business development strategy:

- What do our customers want?
- How well are we meeting customer needs?
- What are our competitors' strengths and weaknesses?
- What are the areas in which best practice performance is required?
- What are perceived best practice levels?
- Where can we reduce the costs incurred through over-performance?

## **AND THERE'S MORE...**

These are the key questions that every IRL customer satisfaction research project aims to address, but many of our clients also take the opportunity offered by customer satisfaction surveys to gather other market intelligence, for example:

- Who is the buyer of our products and services?
- How are purchasing decisions made and who influences them?
- How aware are non-customers of our company and brand?
- How loyal will our customers be and how can we improve loyalty levels?
- Why have lost accounts been lost?
- What are the components of a winning product and marketing strategy?
- How do customers perceive our positioning in the market place?
- How does our positioning compare with our competitors?
- How can we market effectively to key decision makers?
- What are current sourcing policies and how will these change?
- What market pressures are driving our customers?

## ***DIVIDE AND RULE***

IRL's customer satisfaction service not only gives you an analysis of your overall position in a fast-changing market environment, it can also enable you to focus your strategy by analysing customer needs and supplier performance across a wide variety of segments, for example:

- Customer market sector
- Functional responsibility (e.g. purchasing, marketing, technical etc)
- Geographical region (e.g. country, region, sales territory etc)
- Account size
- Account type (e.g. current, prospect, lost)

## ***A PROVEN METHODOLOGY***

IRL's proven customer satisfaction methodology has seven key stages:

- **Research programme design:** IRL meets with the client to design the research programme variables
- **Respondent contact provision:** often provided by our client, but IRL is able to supplement these from its own database
- **Questionnaire:** is finalised and approved
- **Fieldwork:** interviews are conducted by IRL's experienced research team
- **Data analysis:** collected data is reviewed via IRL's data analysis software
- **Report writing:** data is presented in a clear, actionable format
- **Results presentation:** an opportunity for our client to circulate results to its management or sales team and to question IRL's research team on the detail and implications of the research

The fieldwork stage can involve a combination of in depth face-to-face or structured telephone interviews, as well as mail, fax or Internet interviews. IRL's multi-lingual research team can carry out interviews in every European language.

## ***CONSTANT CHANGE IS HERE TO STAY***

It is a given that both customer needs and the competitive situation will change over time. Many of IRL's clients carry out customer satisfaction research every two years, to ensure that they keep their finger on their customers' pulse – and on their competitors' – so that they stay firmly on track.

## WHY USE IRL?

Of course, many research companies offer customer satisfaction research, but IRL has the advantage of also being a specialist in the paints and coatings industry. Because we understand your market, we can work in partnership with you to tailor the right research programme, carry it out to timescale and deliver actionable results. Our market and research expertise mean that IRL not only delivers research results – we also give you informed analysis of what the results mean for *your* company and in *your* market.

IRL is a division of Business Research Group (UK) Ltd (BRG), a group of specialist research companies focusing on markets and research techniques, providing insights and consulting services to the global plastics, chemicals, paints, coatings, paper, electrical, building, office products and packaging industries. BRG's strengths are its experienced staff of professionals, proven research methods, objectivity, responsiveness and client confidentiality.

With offices in London, Tokyo and the USA, BRG can offer a global, multilingual research capability.

## THE NEXT STEP

To find out more about IRL and its customer satisfaction services, simply contact us at the address below and we will be glad to meet with you to discuss your requirements:

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