

BRS Outlook

A Sales and Marketing Publication from the Business Research + Specialists

Issue 3

Tailored Market Research – The Complete Market Picture

'Understanding what your customers think about your competitors and what your competitors customers think about your company can reveal powerful market insights into your companies value proposition'.

Whilst satisfaction and loyalty studies can provide excellent insights into your customers needs, expectations and perceptions little, objective information is learned about competitors and the needs and expectations of the remainder of the market.

'It has been confirmed that asking our own customers about competitor performance and profiling our competitors with ourselves based on our own customer feedback tends to be biased and subjective'

A number of leading companies conduct annually a 'market study' of their key business areas.

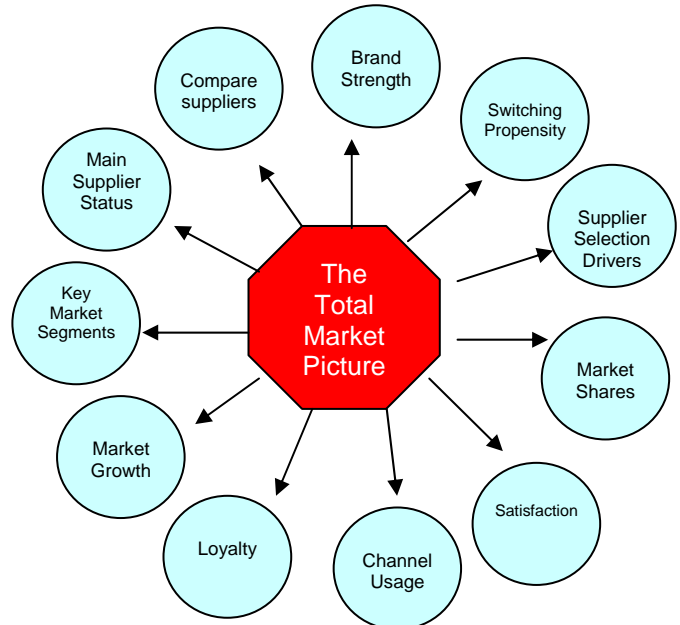
The BRS Solution – Comprehensive and Confidential

The MMG Market Study provides the most comprehensive information known to a customer enabling the assessment of strategies and marketing initiatives and the refinement of optimum value propositions.

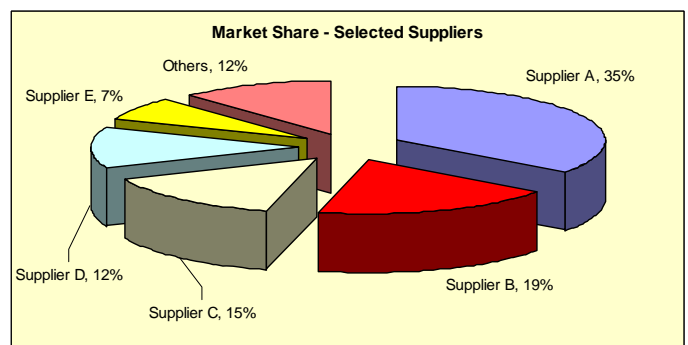
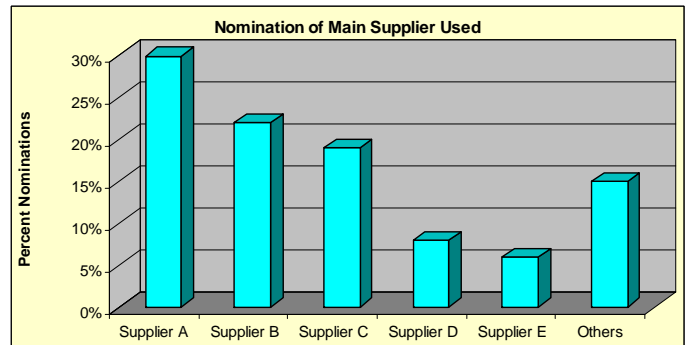
The market study identifies such key areas as:

- Total market growth
- Key market segments
- Market share
- Performance of the major suppliers
- Main supplier status
- Other supplier status
- Supplier selection drivers
- Customers views
- Non customer views
- Satisfaction
- Loyalty of customers to leading competitors
- Switching propensity
- Channel use
- Brand strength
- Product usage
- Opportunities

A Schematic of Key Areas Covered



Some Examples of Chart Output

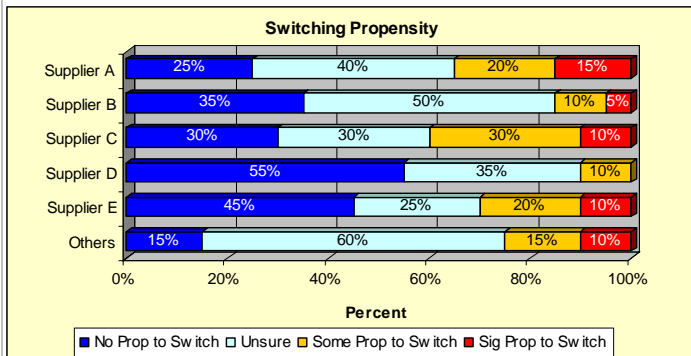


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Switching Propensity



Loyalty – ‘What Customers Really Think’

Affinity/loyalty perceptions are collected and modelled to ascertain the strength of loyalty and momentum of loyalty.

Affinity is a ten point ‘propriety’ model which identifies the strength of loyalty of customers and momentum identifies changes in loyalty trend over the past 12 months. The model profiles customers in accordance with their loyalty into the following groups:

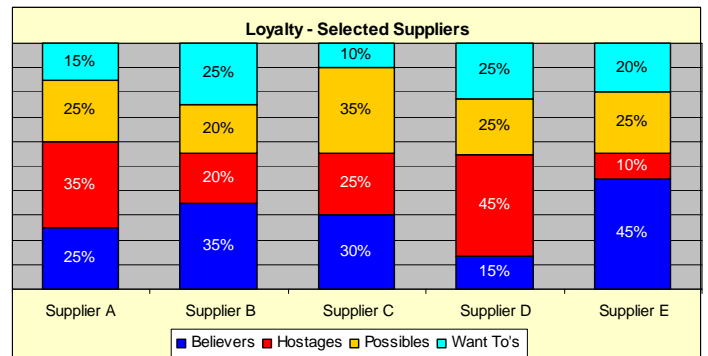
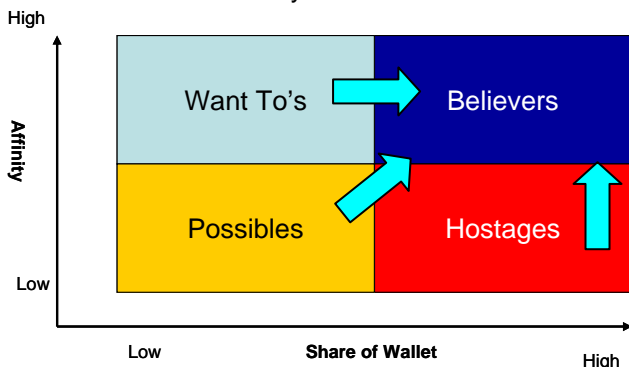
Believers – customers with ‘high affinity’ for their supplier and who provide a large proportion of their wallet

Hostages – customers with low affinity scores but for some reason still provide a large proportion of their wallet to the supplier

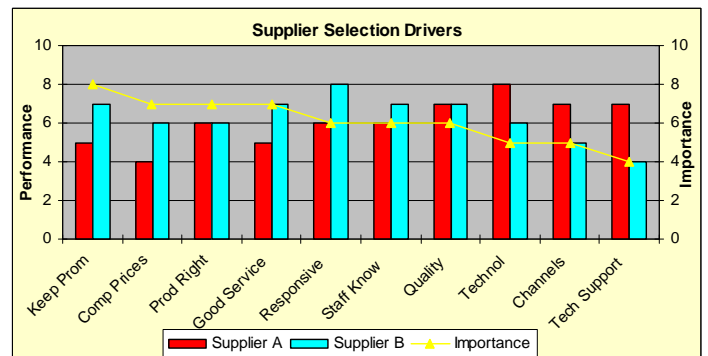
Possibles – Customers with low affinity for their supplier and who only provide small share of wallet

Want To’s – customers with high affinity’ for their supplier but for some reason do not provide a large proportion of their wallet

A schematic of the Affinity model is shown below:



Supplier Selection Drivers



Major Benefits to an Organisation

- Provides powerful insights to the market and the stakeholders
- Positions your company in relation to competitors
- Provides objective views of what the market wants, what they think about your company and your competitors
- Provides meaningful measurement of customer loyalty
- Allows strategies to be compared and refined
- Provides a base to measure future performance and track changes from key initiatives monitored

For more information on the BRS Satisfaction and Loyalty Monitor please contact.

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