

ANALYTICS & INSIGHTS

Turn information into insight, and benefit from customer experience measurement programs.

Your ongoing customer experience measurement programs provide so much data, without rigorous analysis, important insights are often missed. Market Force Information Analytics & Insights utilizes proven statistical methodologies to make your data more actionable, helping you drive improvements while maximizing return on investment.

Analytics & Insights combines descriptive statistics, hypothesis testing, factor analysis, correlation and regression analysis to bring your customer experience program to life. Information from multiple data streams such as Mystery Shopping, IVR and web-based customer surveys, is analyzed to show you where you are performing well, where specific improvements are needed and the modeled impact of those improvements. We uncover the hidden insights in your data and engage you in strategic discussions to help you take action in an insightful and impactful way.

DISCOVER

- Business “levers” to generate the highest returns
- Top and bottom performers in a given category, and the necessary changes to reverse the trends of bottom performers
- Revenue opportunities in on-site sales efforts
- Gaps in brand-standard compliance across all locations
- Key on-site customer satisfaction drivers and how well a given location, region or brand delivers on them
- At-risk customers: who, how many and why they’re at risk
- A financial impact model of key on-site performance areas
- Best practices across your industry

SO YOU CAN

- Focus on business levers that will generate the highest returns
- Address significant performance gaps hurting sales
- Capitalize on revenue opportunities
- Adjust program questionnaires to measure what matters most to customers and weigh results accordingly
- Track the impact of training programs on satisfaction



THROUGH A DEDICATED TEAM OF PHD STATISTICIANS WE DELIVER

- Trending analysis
- Identification of performance gaps
- Customer satisfaction modeling
- Financial modeling
- Competitive benchmarking

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email sales@marketforce.com.