

Customer Surveys

Find out what matters most to your customers.

Brands that implement a comprehensive customer feedback programme see an average of 3 - 5% lift in same-store sales.

Feedback Facts:

- Capture data through SMS text, QR codes, web, and IVR surveys
- Available to consumers 24 hours a day, seven days a week
- Prevent fraud using our patented algorithms
- Support consumers in multiple languages
- Programme and design expertise using Ph.D. research
- Utilise a variety of question types, branding and skip logic to capture relevant information
- Create consumer engagement marketing programmes to drive response rates
- Integrate findings with other consumer and operational data
- Understand where to focus improvement efforts in your stores through advanced analytics
- Link feedback to your current social media platforms
- Push hot alerts to your staff for customer recovery efforts

CAPTURING WHAT CUSTOMERS THINK OF YOUR SERVICE AND PRODUCTS IS A CRITICAL COMPONENT OF your strategy to grow your business. Market Force Information® provides the latest in customer survey technology, allowing customers to voice their opinions to you using multiple channels: IVR, URL, SMS text, QR codes, and mobile app integration. Customers can use whatever channel they like to ensure you get rich data at every location. Structured data, coupled with open-ended commentary, become your window into the customer's perspectives about their experiences with you.

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SOLUTION POINT OF VIEW

CAST A WIDE NET

Every location needs as many valid responses as possible from as many customers as possible. Market Force provides six methods for obtaining survey data from customers, including IVR (Interactive Voice Response), URL, SMS text, QR codes, integration with your mobile app, and geo-fencing.



The key to gathering actionable information is to make it as easy as possible for consumers to tell you what they think.



ASK WHAT YOU NEED TO KNOW

A decade of experience coupled with world-class analytics has resulted in a structured questionnaire design that can be tailored to your business needs. Our design teams will help you understand what is most important to ask for your industry, how to ask it, and what meaningful action you can take. We won't waste your customers' time answering questions with no value, and we'll make sure you walk away with the data you need. We incorporate numeric and text-based feedback and give you options to rotate question sets based on current business needs.

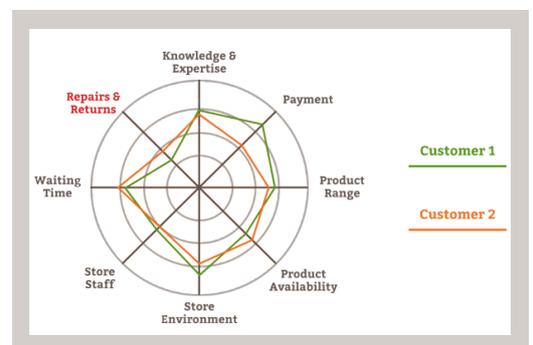
DATA ACCURACY

Market Force provides data authentication procedures to ensure data integrity and prevent fraud. Our automated system tests survey results based on IP address, time to complete, and other rules to ensure the insights provided are valid. Our patented technology ensures that no one—not customers and not staff—is “playing the system” with fraudulent surveys so that the information you receive in KnowledgeForce®, our reporting platform, is accurate.



LISTEN AND LEARN

How do you mine the rich comments coming from your customers for new ideas, emerging issues, or the unknowns? Unstructured comments feed into KnowledgeForce from social media, customer surveys, mystery shops, and our contact centre. Text analytics categorise those comments into sentiment and categories of information. Trending and drill-down capabilities help determine where hot spots of comments are occurring and coach managers on how to take action.



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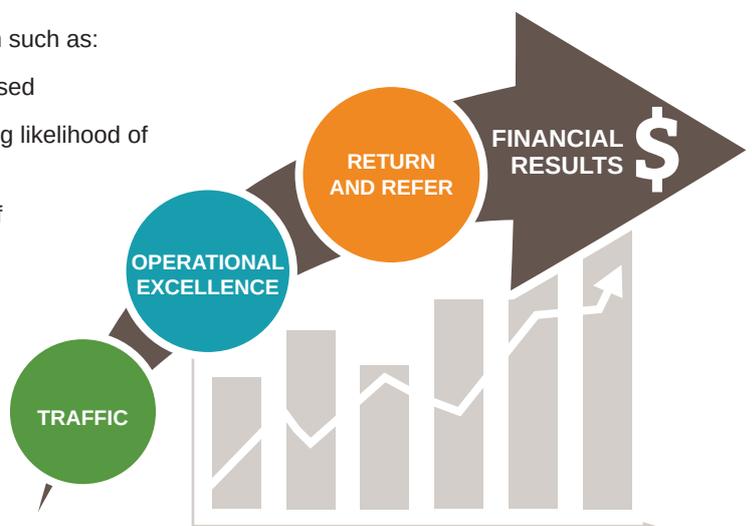
SOLUTION
POINT OF VIEW

WHAT MATTERS MOST TO DRIVE FINANCIAL RESULTS

Customer experience surveys are most powerful when they're used to drive improvements in the business. The challenge for most businesses is where to start. Market Force has developed a world-class customer feedback approach that not only designs optimal questionnaire sets, but utilises advanced analytics to identify what matters most to consumers and predict the impact that changing those specific behaviours will have on bottom line results in your stores. Small, simple-to-implement changes or training can have huge implications for growing sales. Market Force also works with your staff to roll out the programme to your field with training, to provide help guides, and to be a ready resource to resolve any questions or problems directly.

Market Force customer experience surveys capture information such as:

- Reasons behind customer brand selections and items purchased
- Customer satisfaction with overall on-site experience, including likelihood of returning and/or referring friends
- Customer perception of specific operation areas, such as staff knowledge, customer service and site cleanliness
- Specific problems or customer complaints and the degree to which they were resolved
- Customer behavior, including frequency of visiting, brands selected and brand differentiators in guest choices
- Actual customer experience versus expectations
- Recall of promotional programs and presentation



Our Solutions



Strategic Advisory Services



Technology



Measurement Channels



Analytics & Insights



Market Research



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