

Analytics & Insights

Change today's possibilities into tomorrow's realities using predictive models. Focus on what matters most to customers and your bottom line.

Find what matters most—and what you can expect for making changes

Location-based data like customer experience surveys, mystery shopping and contact centre give you visibility into current performance and customer perceptions. To change today's possibilities into tomorrow's realities, you will need to understand the highest impact actions that can be taken at every location.

Some of those things cannot be changed or influenced by a store operator or franchisee. But every location will want to improve the things it does control. The Analytics and Insights team will help you identify how to maximise the revenue opportunities for every location and create a blueprint for success.

TO HELP YOU FOCUS YOUR PRECIOUS resources, our Analytics and Insights team creates predictive models for both soft metrics (like overall satisfaction or Net Promoter Score®) and hard financial KPI's like same store comparable sales or revenue per available room. The team uses diverse data streams and statistical approaches to answer three questions:

- What matters most?
- Where are my opportunities for change?
- What ROI can I expect if I invest in making those changes?

With this information, every location can be armed to address their unique challenges and opportunities.



Analytics & Insights: Change today's possibilities into tomorrow's realities using predictive models. Focus on what matters most to customers and your bottom line.

SOLUTION
POINT OF VIEW

ALIGN STRATEGY TO ACTION

Every brand wants to spend its measurement budget effectively—and that means measurement aligns to strategy. Market Force Information®'s team of strategic advisors and analytics professionals can help you allocate your measurement and market research budget to answer your most critical business questions:

- What metric should we use to measure success?
- What benchmarks should be set as expected performance?
- Are locations in compliance with government regulations?
- Is the investment in sales associate training paying off?
- Are locations consistently executing on our standards?
- Do customers like the experience they receive—and how can we deliver a better one?
- Will we cannibalise sales if we introduce new products or open new locations?
- Which customer segments is my brand attracting—and are those the right ones?

Market Force will help you answer these and other strategic business questions.

WORK WITH OUR WORLD CLASS TEAM

The world's largest brands come to the Market Force Analytics and Insights team to solve their most critical business questions. Our team of senior strategists, data scientists, and market researchers (many with Ph.D.'s), use sophisticated predictive modelling and big data techniques to answer your business questions. We'd be glad to consult with you on a data problem you want to resolve or business insight you want to create. Give us a call, and we'll walk you through both the science and the proof points.

Change today's possibilities into tomorrow's realities.



Our Solutions



Strategic Advisory Services



Technology



Measurement Channels



Analytics & Insights



Market Research

marketforce
INFORMATION®

01908 328 008
experience@marketforce.com
www.marketforce.com

Protect your brand's reputation. Delight customers. Make more money.

This original work is protected by U.S. Copyright law, and is proprietary, owned by, and protected by, Market Force Information, Inc. Such copyrighted work is provided to You by a non-exclusive, nontransferable, perpetual license. It is not sold to You and remains the property of Market Force Information, Inc. You may not photocopy, duplicate or make derivative works of this copyrighted work. All revisions, supplements and replacements of Market Force Information, Inc.'s copyrighted work shall be subject to these same restrictions, whether so noted on those additional materials or not.

IMPROPER USE OF MARKET FORCE INFORMATION, INC.'S COPYRIGHTED MATERIALS SHALL RESULT IN YOUR LOSS OF RIGHTS TO POSSESS SUCH MATERIALS AND/OR REVIEW OR ACCESS SUCH MATERIALS, AND SHALL SUBJECT YOU TO ALL LEGAL AND EQUITABLE CLAIMS AVAILABLE TO MARKET FORCE INFORMATION, INC. TO ENFORCE ITS RIGHTS.