

Customer Intercepts

Answer broad research questions using location-level sampling techniques

Do you wish you could talk to customers who left without making a purchase? Now you can.

The Market Force Information Difference:

- Sampling designs to ensure you spend your data collection budget wisely.
- Survey design expertise to ask the right questions.
- Robust reporting and analytics.
- Professional interviewers deployed during the days of week and time of day best suited for your research.
- Quick turnaround on all survey data to ensure high actionability.

WHAT IF YOU COULD UNDERSTAND WHY SOME CUSTOMERS BUY AND OTHERS DO NOT—RIGHT AS THEY exit your business? Imagine how that would empower you to create the exceptional experiences that increase conversion rates. Did customers find what they wanted? Were they able to use the coupon they brought along? Were they assisted by a sales associate who understood their needs? Will they come back? Will they recommend you?

Market Force Information® provides this custom research service (as a recurring or one-time project) to answer questions ranging from why conversion rates differ across a brand's locations to reactions to a new store concept from both current and new customers. This custom research service includes sophisticated sampling techniques, questionnaire development, fielding of the research, and reporting.

CAPTURE CUSTOMER REACTIONS AT THE MOMENT OF TRUTH

Market Force Customer Intercept Survey services help you capture critical information from customers who buy, and those who walk away. Intercepts can be used to assess a range of business questions, like:

- Purchase intent and actual behaviour—what did customers want to purchase, did they purchase, and why or why not?
- Reactions to new products (e.g., menu items) or new store designs

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SOLUTION POINT OF VIEW

- Advertising recognition and recall
- Merchandise strategy, availability, and appeal
- Reasons for shopping at competitors
- Purchase vs. non-purchase decision drivers

UNDERSTAND HOW CURRENT CUSTOMER SERVICE IMPACTS LOYALTY AND CONVERSION RATES

Once data has been collected, Market Force can link the intercept data to other location-level data such as mystery shops, customer experience surveys and audits to create an overall snapshot of performance. In addition, the Analytics and Insights team can link intercept data to crucial financial key performance indicators like conversion rates. Intercept data, coupled with other location-level data, can determine why conversion rates are 20% in one location and 40% in another. Understanding and solving for that difference is one of the most important things a brand can do.

Conversion rates from one location to another can differ by 4x. Intercepts find the why's behind those differences.



Our Solutions



Strategic Advisory Services



Technology



Measurement Channels



Analytics & Insights



Market Research



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