

On-line Surveys as a Service to your Clients

On-line surveys provide value to your client and strengthen your client relationship. Agencies should consider on-line surveys as a critical element for inclusion in the marketing mix.

Why should you consider offering on-line surveys to your clients?

Most marketing consultancies and PR agencies are faced with clients who believe that they are experts on their client base but, when asked detail questions have no answer or cannot substantiate their responses. This can be a particularly difficult issue when working with a new client. However planning a new marketing campaign without a strong evidence base to support your activity can be high risk.

An on-line survey provides the mechanism for gathering this evidence in a timely and cost-effective manner thus ensuring that your marketing plans are founded upon a clear understanding of the needs and perceptions of the customer base and that the communications channels you use are effective in reaching your target audience.

An on-line survey can also be an important component of your marketing communications planning by providing valuable material for emailers, white papers and for generating press coverage. For example, feedback from customers on a relevant industry issue will be of interest to industry journals and offers the opportunity to position your client as a leading industry commentator.

Why should your clients want to pay for an on-line survey?

Whilst improving the effectiveness of marketing is good enough reason alone for implementing an on-line survey there are a range of other potential benefits for your client which include:

- Valuable new insights into customers' needs
- A better understanding of customer relationships
- Identification of new business development opportunities
- Improved market positioning through PR opportunities
- A positive impact on customer satisfaction - just through implementing a survey
- Meeting the requirements of quality standards for customer feedback mechanisms

Why an on-line survey?

Whilst telephone and postal surveys were the standard approach until quite recently, both of these methodologies have their limitations and indeed postal surveys are rarely used these days. Telephone surveys mean that you can target specific individuals but, in a world of voice-mail, they rely on your ability to get through to customers. The telephone approach also limits the type of questions that can be used, for example ranking questions are hard to explain over the phone.

Nowadays on-line surveys have become increasingly popular because they:

- Allow respondents to submit their responses at a time convenient to them with minimal effort required.
- Can be implemented in days rather than weeks
- Provide flexibility to target specific groups of customers, choose different question sets
- Are cost-effective to implement

Why use 4sight

If you have the skills in-house to develop your survey questionnaire and to analyse the results then there is no reason to call in external help. There are a number of 'low cost' resources available which will allow you to implement the survey.

There are however good reasons to consider bringing in the specialist expertise which 4sight offers:

- Developing an effective survey questionnaire for your clients is not as easy as it sounds. For example, the design and structuring of the questionnaire can have a significant impact on the response and completion rate.
- 4sight has processes to ensure that all potential questions are considered up-front, thus avoiding gaps in the information gathered.
- We also try to avoid collecting data which will not be used, which can make the survey over-long for users to complete
- We handle hosting of the survey on-line - this could potentially be on your website if preferred. There is no third-party branding of the survey application.
- We can offer telemarketing support to encourage additional respondents particular if there are under-represented sectors of the customer base.
- We undertake all the data analysis. We do not just provide you with tables and graphs - we will use our expertise and experience to discover what the data really means and to provide you and your client with recommendations for action.
- We will take full responsibility for project managing the process from survey development through to analysis and recommendations, ensuring that all your and your client's expectations are met.

How will our relationship with your organisation work?

This is primarily down to you as we can offer complete flexibility. Most clients are keen to identify 4sight to their clients as a specialist organisation providing valuable customer insights however, we can also operate as an integral part of your organisation where this is more appropriate.

We can guarantee complete integrity and would never work directly with a client introduced to us by a third party organisation without your approval.

What is the next step?

We believe that a face to face meeting is essential in order to discuss and agree how our two organisations can best work together. The meeting may be focused on a specific client or may be to review a range of potential opportunities.

To set up your meeting call John Savage on 01384 444899 or email john.savage@4sightltd.co.uk.