

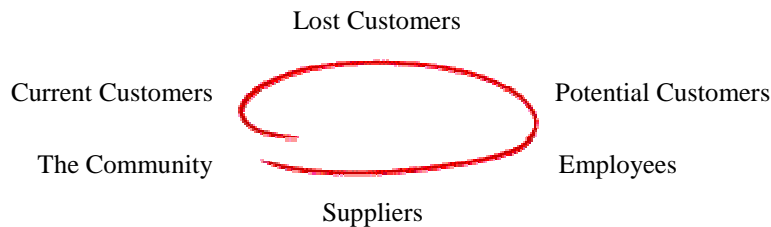


CUSTOMER
RESEARCH
INTERNATIONAL

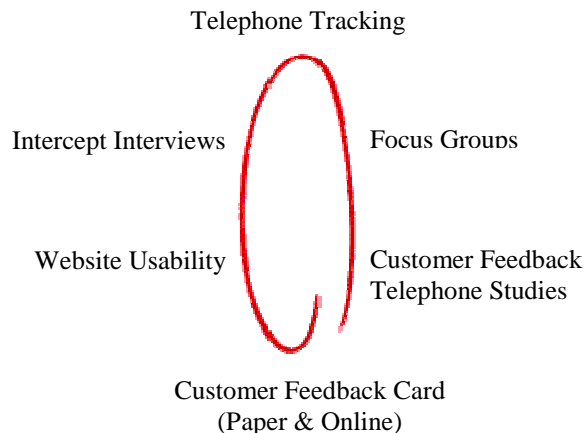
INTEGRATED CUSTOMER FEEDBACK PROGRAM

This Retail and Services research program is designed to provide a 360° customer feedback platform on two dimensions—Customers/Stakeholders and Data Collection Methods.

Customers/Stakeholders



Data Collection Methods



Integrating and managing data on both dimensions *and across all functional areas of the organization* turns customer touch points into a powerful decision-making resource.

MANAGING METHODS & METRICS

Over time, organizations may find they have several customer feedback mechanisms operating across various functional areas, often with little standardization of measurement and no way to access the data in an integrated fashion. CRI's *Integrated Customer Feedback Program* is designed to centralize, standardize, and synthesize your customer communication.

Customer Feedback Report Card This basic method of customer communication is important to have in place to assure that customers *know* there is a feedback channel open to them. Offering an online version also gives customers a sense that *you care* and makes responding more convenient and less threatening. This is especially important for identifying disgruntled customers—negative feedback is forwarded to you immediately for remedial action.



Web Usability Study

Q1. On average, how many days per week do you typically visit the CRI Web Site?	
<input type="radio"/> 1	<input type="radio"/> 5
<input type="radio"/> 2	<input type="radio"/> 6
<input type="radio"/> 3	<input type="radio"/> 7
<input type="radio"/> 4	<input type="radio"/> Can't Say
Q2. How many times per day do you typically visit the CRI Web Site?	
<input type="radio"/> Once A Day	
<input type="radio"/> 2-3 Times Per Day	
<input type="radio"/> 4 or More Times Per Day	
<input type="radio"/> Can't Say	
Q3. Do you have CRI "bookmarked" in your browser?	
<input type="radio"/> Yes	
<input type="radio"/> No	
<input type="radio"/> Can't Say	

Online Studies The internet provides us with a valuable new tool with which to create a dialogue with the customer. In addition to an online version of the Feedback Report Card, more detailed online questionnaires can be deployed on your website. An Online Usability Questionnaire is an integral part of our Hybrid Usability Testing methodology.

Telephone-Based, Random-Sample Studies This is the most reliable way of assuring that you are measuring *all* of your customers, including your potential and lost customers, in a statistically-representative way. These studies take on various forms— Awareness, Trial, Usage, & Attitude Studies (ATUA), Perceptual Studies, Follow-Up Feedback (Report Card) Studies, Tracking Studies, Pre-/Post-Tests of Advertising Effectiveness, and more.



Focus Groups This qualitative method offers the ability to *experience your consumer* first hand. What do they want from you? Expect from you? Get from you? Are they satisfied? A skilled moderator is able to uncover these perceptions and drill down to the *whys*. In addition to open-ended perceptions, Focus Groups can be used for advertising and promotional concept testing and evaluation of specific products and services. The more intimate One-On-One interviewing method is particularly useful for copy testing and our Hybrid Usability Lab.



Intercept Interviews This is a valuable tool for capturing the essence of the shopping experience while it is still fresh in the mind of the consumer. It is especially critical in retail for determining *why* customers leave empty handed or with less than they had intended to purchase, homing in on those critical *customer conversion* dimensions such as in-stock position, selection, available assistance, pricing, and the like. These may take the form of exit interviews or in-store intercepts and may be augmented by online questionnaires.



CRI will work with you to assemble an affordable, custom program of integrated customer feedback to fit your organization's needs and budget.

Contact Dave Roberts, PhD

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