

# WHAT DO YOU REALLY GET FROM YOUR MARKET RESEARCH AGENCY?

I LOVE YOU!



## Recognise these statements....?

You have 35% share of the market

79% of customers are satisfied with service

17% are very satisfied whilst 21% are dissatisfied

Main dissatisfaction was with the older population (55+)

76% of the general marketplace wants improved customer services

### Recommendations

Focus on increasing customer satisfaction

## But want these statements....?

To grow sales by \$30m and market share to 40%

### Recommendations

1. Extra \$27m from gaining switching customers whom want improved customer services
  - a. \$19m of business would switch if given 24 hour customer services
  - b. \$8m would switch for more flexibility in payment methods
2. Extra \$3m from offering a new service aimed for 55+ age bracket
  - a. Retain existing dissatisfied (retain \$10m) and gain new ones worth an extra \$3m

## The Difference....?

The one on the right is Key Research, an agency focused on delivering genuine insight which can help grow a businesses sales and profitability. The other is a typical agency.

Key Research mines for deep insight from the facts and figures to provide you firm, actionable, measurable recommendations. This enables faster and more informed decision to give you the competitive edge over your rivals.

Key Research core philosophies:

- Focus on insight
- Add real value
- Make clear recommendations
- Go beyond the brief
- Give outstanding service
- Partner our clients
- Drive return on investment
- Inspire and innovate
- Identify competitive advantages
- Make a difference to our clients

**'Research is worthless unless businesses do something differently as a result of an analysis'**



**KEYRESEARCH**

**Key Research** is a full service market research consultancy focused on adding value to clients' decision making and goals.

**Solutions** - We offer a broad range of research solutions encompassing both qualitative and quantitative research techniques.

**Clients** - Key Research's clients range from large multinational enterprises to local authorities.