

A stylized blue sailboat with two sails and a hull, positioned on the left side of the slide. The sails are dark blue, and the hull is a lighter shade of blue. The boat is sailing on stylized blue waves.

Broad Reach Marketing Services

***Finding and Using Customer
Insights***

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“The answers you seek are not in the building.”

This is my favorite Pragmatic Marketing Quote. But how do you find the answers?



What we'll cover

- Why gathering and analyzing customer insights is important to your business or product success
- What they are used for
- How to do it – methods, tools and tips



Have you ever felt like this?



Or this?



Why don't they respond quickly

I'd like to buy more from them but...

Why don't they fix that?



Why?

- They don't know
- Aren't listening
- Don't have a way to get to the right people
- Or not able to incorporate feedback



Word of Mouth is powerful



Tells 9

Tells 22



Do you know what your customers are saying?



Won't customers just tell me?

Maybe ... but 43% of people
feel less inhibited about
complaining...
once they get online



Customer Satisfaction Impacts



Retention and Referrals

6-7 times
more expensive
to acquire a new customer
than to keep a current one.

Source: Gartner Group



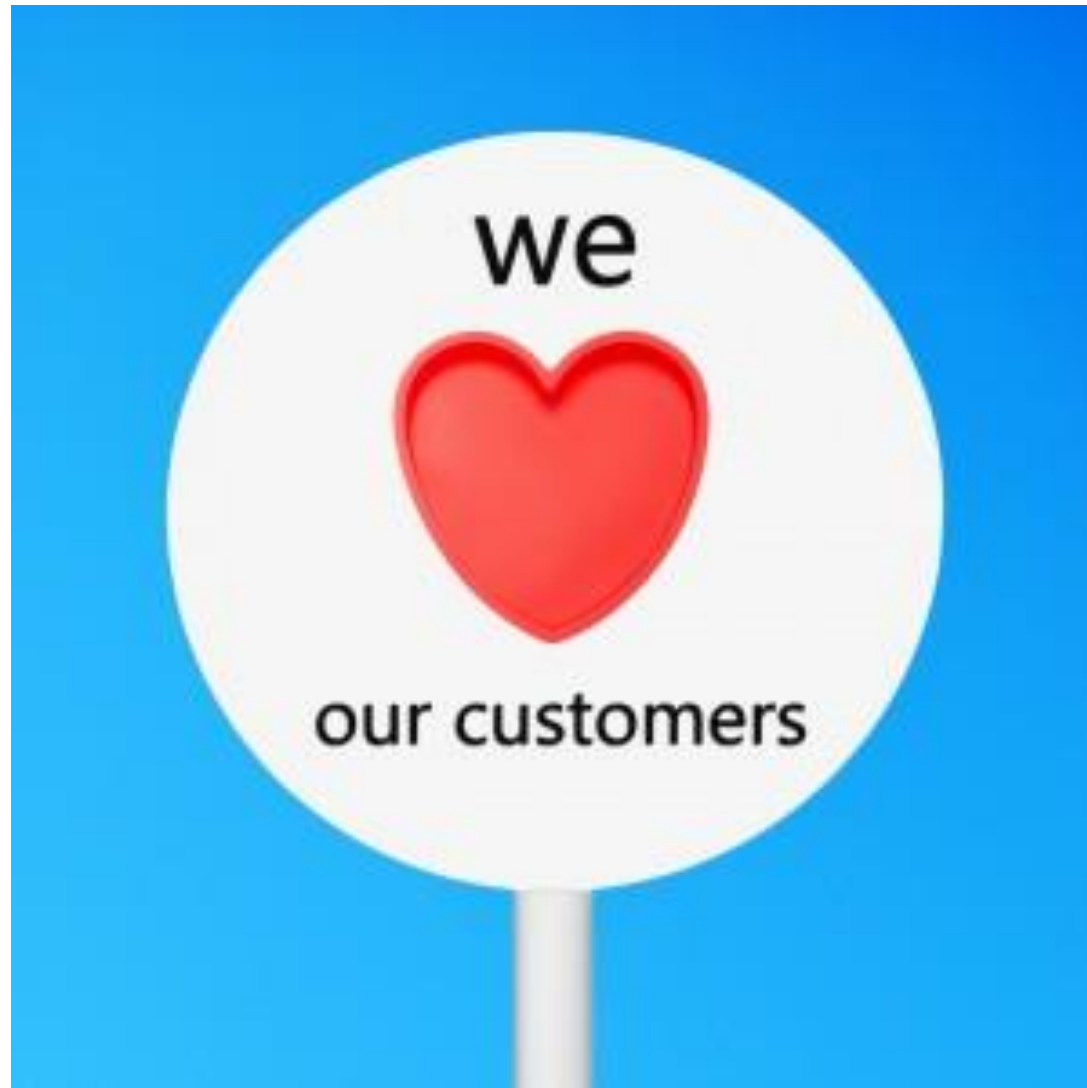
Bottom line Impact

A **5%** increase in retention
can lead to **25%** increase in profits*

*Bain and Company research



Shows you care



Learn what customers value



Additional Benefits

- Fix problems / rectify perceptions
- Uncover new opportunities
- Learn communication preferences and interests



WHAT CAN HAPPEN WHEN YOU



STOP TALKING & START LISTENING

Methods to Gather Insights



- Observation
- Interviews
- Focus Groups
- Social Media Listening
- Surveys



Observation

Useful for day-to-day and operational feedback

- Customer facial expressions, comments
- “Traffic” flow



Interviews

Interactive -- time intensive, one-on-one

Useful for probing questions and gaining insights from:

- Current Customers / Clients
- Past Customers / Clients
- “Lost” Prospects / Customers



Have some additional Tips to add here



Focus Groups



Interactive -- gather insights from a group
Useful for directional feedback – concepts,
new products or complex issues
On location or online groups

Key: Skilled facilitator



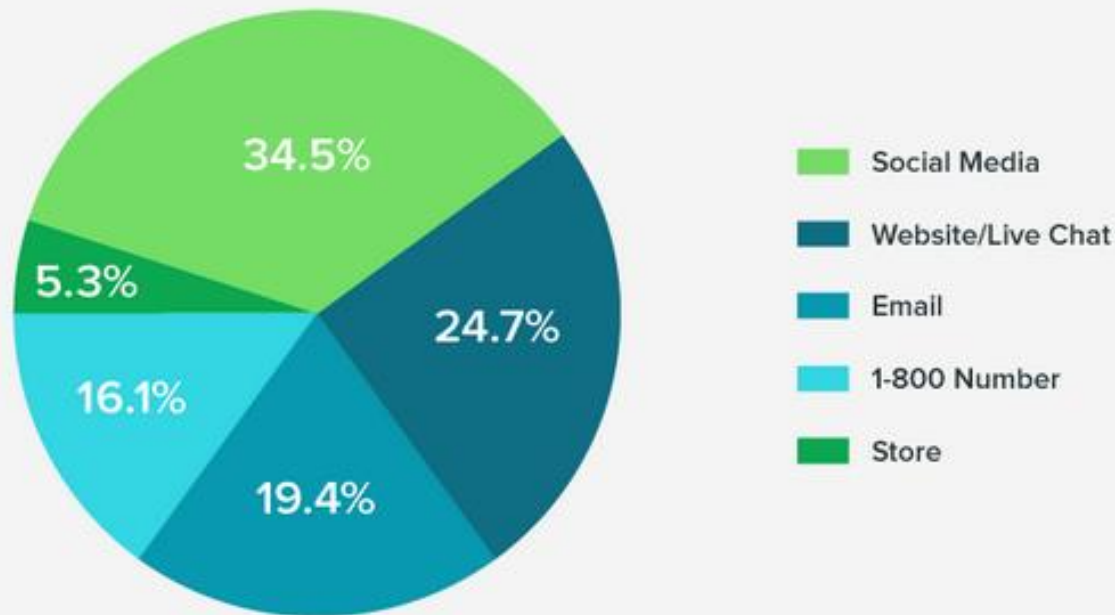
Social Media Listening



- Monitor Comments
- Ask questions
- Review ratings (Yelp, Google, etc)



Social Media Listening for Customer Service



sproutsocial

sproutsocial.com/index



Six Social Media Listening Tools

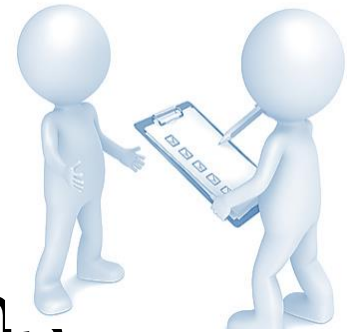
- Social Mention* (free)
- TweetDeck*
- Zoho Social
- Hootsuite
- Mention
- Agorapulse



For a complete list, go to...<https://blog.bufferapp.com/social-media-monitoring-tools>.

Surveys – Useful but Often Misused

- Not clear on the objective
- Too long
- Confusing/complex questions
- Not allowing respondents to skip questions



Survey Benefits

Reach many people at once

Quantitative results for decision making

Non-interactive, relatively narrow questions

Conduct: online, telephone, paper



Key Survey Metrics

Measure NPS – Net Promoter Score

- Benchmark of how likely your customers are to recommend
- Use as information for
 - referral programs
 - feedback / rewards for employees



Other sources for feedback

Customer Advisory Boards
Customer Appreciation Events
Educational Forums



Methods Summary

	Frequency	Uses
Observation	Periodic	Operational or day-to-day adjustments
Interviews	Snapshot, periodic	Follow-up, branding, relationship building
Focus Groups	Snapshot	New products, concepts
Social Media Listening	Continual	Catch complains, kudos, questions
Surveys	Snapshot, periodic	Quantitative – metrics, answer specific questions, guide decisions

Keys for Successful Implementation



- Specific objective
- Be ready to take action on feedback
- Reflect your Brand / Tone
- Thank and Update Participants





Thank you!

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