



## Consumer-Insight

Lead your market through innovative research

**Get closer to your customers and gain rapid feedback on perceptions and attitudes, and predict future buying behaviours**

**Usage and Attitude research that empowers you to:**

Improve sales levels by understanding what drives your customers' buying behaviour

Increase sales from your more profitable customers

Protect against brand switching by filling identified product and service gaps



### Actionable-Insight Product Range

KnowledgePartners research expertise are delivered through:

- Brand-Insight
- Reputation-Insight
- Consumer-Insight**
- Segment-Insight
- Product-Insight
- Service-Insight
- Market-Insight
- Ad-Insight
- Campaign-Insight
- Sector-Insight
- Shared-Insight

Specific consortium and syndicated studies are also offered on a shared cost basis, delivering top value at the fraction of the cost.

### Business Issues

- How are satisfaction levels impacting brand switching to and from your products or services?
- Do you know why your customers brand switch?
- How do your customers and prospects prefer to be contacted, sold to and serviced?
- What are the differences between your more profitable customers and occasional customers?
- How are customer preferences affecting buyer behaviour and decisions to purchase?

### KnowledgePartners can help by

- Evaluating attitudes towards your brands, product or service features and benefits, and competing brands
- Studying the behaviours of your customers in terms of consumption patterns, interaction preferences, and product or service usage
- Identifying the customer expectations set up by your brand image, product and services, and those of your competitors
- Identifying the drivers of satisfaction and perceived quality

### Bottom Line Impact

- Gain a greater understanding of your customers and their contributions towards profits
- Increase profits by knowing how to better serve your more profitable customers and targeting similar groups
- Protect your customer base from brand switching by monitoring satisfaction levels and adjusting products and services to match their changing needs
- Take control of your customers satisfaction levels by understanding what drives satisfaction and how customers use your products and services

### Deliverables

- **Satisfaction performance report:** outlining your brand's expectations, perceived performance and potential gaps which might lead to dissatisfaction
- **Usage analysis:** reporting on awareness and usage of product or service features and buying patterns
- **Attitude measurements:** outlining the product and service attributes valued
- **Segmentation:** identifying groupings determined by attitude, behaviour and sales potential

### Driving Market Research Usability

KnowledgePartners eReportal is used to deliver the value from research projects to the heart of your organisation.

Using online audio/visual presentations and interactive dashboards, dissemination amongst the research end users is easily achieved.

Each interactive dashboard is a multi-layered, data rich, pool of information. Users can drill down to the relevant information.

Each project has custom built dashboards, so that the client needs and objectives drive the outputs.

**For an online demonstration contact our research team on:**  
**t: +44 (0)1539 444 555**  
**e: enquires@knowledge-partners.com**

#### Is time of the essence?

To obtain a rapid proposal the next working day, please go to our Rapid Proposal form online at: [www.knowledge-partners.com/contactus.html](http://www.knowledge-partners.com/contactus.html)



#### Sector Expertise

KnowledgePartners has in-depth sector expertise throughout its network and covers B2C, B2B, B2E and C2G. Sectors include Automotive, Financial Services, FMCG, Healthcare, ICT, Media, and Public sector.