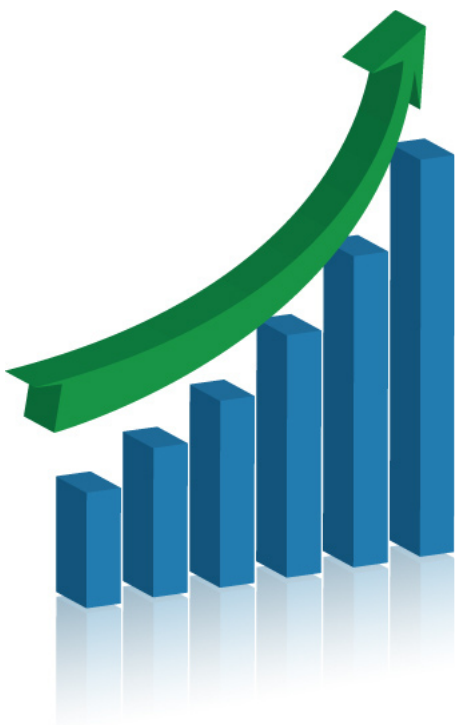


## The Business Case for CEM in Market Research

Delivering customer insights through traditional market research can be an expensive proposition.



*Find out how customer experience management (CEM) software can reduce the costs of market research program by 50-90%*

### The Scenario

You're the head of market research for a large, consumer-focused organization, with more than 2 million customers and a global presence.

Senior management has asked you to report on satisfaction and loyalty levels in your existing customer base so the organization can understand how customer service and support influence the customer experience, customer retention, and future purchase intent.

The problem? Delivering these insights is an expensive proposition. Outbound surveys can cost \$10 per call, and the 'price per insight' cost of focus groups, panels and secret shopping programs can be twice as much, or higher.

You'd like to survey 1% of your customer base per month across all regions and channels, but because of the effort and delay associated with collecting and aggregating the data and producing reports, you've decided to settle for 1% per quarter.

### The Challenges

Only market research can say why customers and their transactions have occurred, and predict future trends and behaviour. And they do this using the most important perspective – the customer's.

The problem with traditional market research methods in a fast-moving, operations and service-focused, global market economy?

- **Quarterly or monthly customer surveys don't generate insights timely enough** to ensure continuously efforts are being made to retain and grow a profitable, loyal client base.
- **High-cost, localized research methods limit the volume and variation** of insights gathered to those which you can collect, based on your available resources and customer channels.
- **Customer insights delivered weeks or months after collection have little value**, as your organization makes strategic and operational decisions in isolation from 'live' market intelligence.

# The Business Case for CEM in Market Research

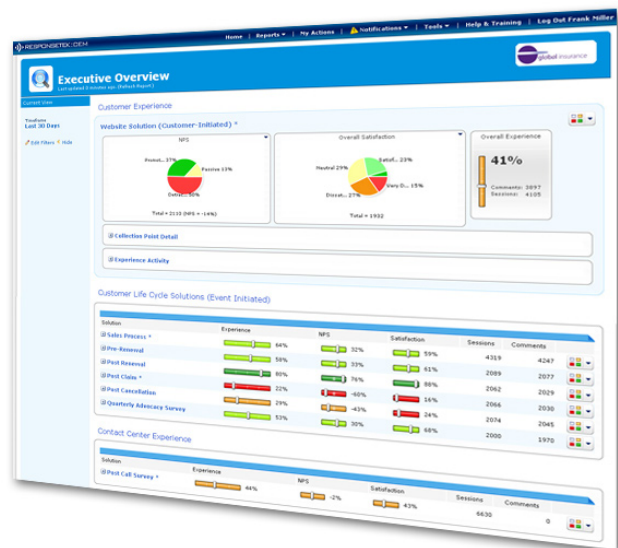
## The Cost of Customer Insight Collection

	Market Research	CEM
Total Customer Base	2,000,000	2,000,000
Survey sample	1%	Unlimited
Survey frequency	Quarterly	Continuously
Total annual survey spend	\$800,000	\$50,000 - \$350,000
Cost per survey	\$10	\$1-\$5

## High Value Customer Insights for Less

With ResponseTek:CEM, customer insights are delivered from across the customer base for 50-90% less than traditional survey and research methodologies – a quantum shift made possible by today's customer experience management (CEM) technology:

- **Survey any percentage of the customer base.** Survey every customer for as little as \$1 each. ResponseTek:CEM leverages scalable, multi-channel technology to reach your customers at all touch-points, and all stages in the customer lifecycle.
- **Talk to any customer at any time.** Whether you want strategic insights from a survey, or you want customer feedback on everyday business transactions, ResponseTek:CEM is easily configured to provide the right people the right customer insights at the right time.
- **Allow customers to provide you insights.** Always-on 'listening posts' ensure that customers provide you structured feedback, including Likert-based satisfaction and loyalty ratings, Net Promoter® and other advocacy scores, via the Web, IVR, SMS, even on paper.
- **Access customer insights in real-time.** All data generated by ResponseTek:CEM, as well as data provided by your third-party research vendors, can be integrated into the ResponseTek:CEM software platform in real-time.



## The Bottom Line

ResponseTek:CEM provides you timely, relevant, actionable customer insights on all aspects of your business, and an industry-leading, on-demand software application to actively manage your customer data every day. And it's available for 50-90% less than your existing customer research solutions.

Interested in finding out how CEM can deliver customer research results for less? Contact us today!

**ResponseTek**  
1-866-484-2900