

## AN INTRODUCTION

### Overview

Organizations know that it is important to meet their clients' needs better than anyone else so they can't be easily wooed by competitors. This means that organizations need to know *what is important* to their customers, whether it be product features, supporting services, etc. Then they need to get constant feedback from their customers on how they are doing in these areas.

Most organizations don't have the time to develop the expertise required to set up efficient feedback processes—they need to focus on their core business in order to succeed.

Many organizations are already getting customer feedback via various surveys, but need to get *more detail* on some of the issues before they can do anything useful with the information.

The Insight Advantage helps organizations quickly and cost-effectively inject customer insight throughout their businesses to ensure that they keep their customers—by understanding what is important to them—and then *delivering* it.

We provide a wide range of services to help our clients to provide organizations with ongoing insight into their customers' evolving needs and expectations.

### Typical Applications

There are many situations where customer input can be helpful in daily business decisions. Some examples:

- ❖ New product development
  - identifying what products to invest in
  - prioritizing product features
  - testing usability
- ❖ Product marketing
  - testing positioning, product names, pricing
- ❖ Portfolio/product management
  - determining priorities for product revisions/enhancements
- ❖ Professional services
  - identifying what services to provide
  - getting detailed input on customer satisfaction
- ❖ Technical support/customer support
  - getting detailed input on quality of service
- ❖ Sales support
  - getting input from salespeople on what tools/support they need
- ❖ Human Resources
  - getting input from *internal* customers (employees) regarding satisfaction with services being provided

*Helping organizations inject  
customer insight  
throughout their businesses to  
maximize customer loyalty.*

### What Makes Us Different?

The Insight Advantage has some special attributes, which make us the partner of choice for your customer feedback needs:

- ❖ Committed to helping you succeed by listening to your customers
- ❖ Expertise in integrating customer feedback across functional areas, creating *organizational* solutions vs. *functional* solutions
- ❖ Access to an extensive network of varied resources
- ❖ Experienced in a wide array of data collection tools/processes
- ❖ Poised to be a partner, working *with* you, vs. just a 'vendor'

# The Insight Advantage

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### The Insight Advantage—Your Research Partner

We value our partnerships with our clients and enjoy cultivating long-term relationships with them.

When we begin a project, we work hard to quickly understand our clients' core products and services in order to ensure the quality of our work and to minimize disruption to our clients' business in the course of the project. Some of this work is done via our own market research and some is done via focused interviews with contacts from your organization.

Once our work begins, we are able to handle all of the elements of developing and implementing a data collection plan, but are more than willing to work with key individuals within your organization in order to speed up the project and reduce your costs.

As for survey creation and data collection, The Insight Advantage can do it all: print or web-based surveys, telephone interviews, focus groups. We use a well-known software tool, The Survey System™, to design most survey instruments and to tally data. We have the capabilities to conduct telephone interviews, focus groups and usability tests.

Analysis is probably the greatest value we bring to a project. As an outside resource with a thorough understanding of the impact of customer insight on the many processes that are essential to all organizations, we can take an objective view of the data and provide recommendations regarding the impact of the data on different parts of the organization.

Our experience shows that the best long-term results come from a commitment to ongoing customer data collection, however, we bring the same level of expertise and commitment to one-time projects as to ongoing engagements.

### Contact us today:

#### The Insight Advantage

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### Services Offered

The Insight Advantage provides a full range of services to help organizations integrate customer insight into their businesses.

We can offer **any** combination of the following services to address your organization's needs:

- ❖ Strategic review of organizational short-term and long-term customer data needs
- ❖ Development of customer data collection plans
- ❖ Implementation of customer data collection plans using a variety of tools
  - print and web-based surveys, interviews, focus groups, usability tests
- ❖ Tally and analysis of customer feedback data
- ❖ Project and/or organizational recommendations

*Meeting organizations where they are—helping make the most of their customer feedback efforts.*

### Background

Jennifer J. Berkley, the founder of The Insight Advantage, has a thorough understanding of the impact of customer insight on the many processes that are essential to all organizations: new product development and marketing, product maintenance, order processing/fulfillment, sales support, product/technical support, and other supporting services.

Ms. Berkley has extensive experience in successfully implementing business strategies across the organization, integrating the voice of the customer into all functions, streamlining and documenting processes to increase efficiencies and improve quality, and developing product strategies for both new and existing products.

Throughout all of her work, Ms. Berkley brings a strong commitment to helping organizations realize the link between increased profits and a commitment to making key business decisions with customers' current and emerging needs in mind.