

## IN SEARCH OF PRODUCT SUCCESS

### Do You Know What Your Customers Expect from Your Products/Services?

Products have a very short life cycle, so it's critical for new products and services to take off *immediately* after launch.

You can't afford to have a product flop — your success, and your company's success, are riding on the latest investment.

You need to help make quick decisions about what the most important product features are — engineering has *their* opinion, but do they *really* understand your customers?

Actually, it seems like *everyone* has an opinion — but no one seems to agree.

Where do you go from here?



### Your Customers Can Show You the Way

Your customers are the only ones whose opinion *really* matters. They are the ones who will ultimately determine the success of any new product or service.

And the only way to understand what is important to your customers is to ASK THEM.

Your customers *want* you to understand their needs. They don't want you or your organization to fail. By showing a genuine interest in understanding what is important to your customers, and then integrating their input, you can guarantee their ongoing loyalty to your products/services.

Your organization will gain a reputation for having products and services that meet their needs better than anyone else. And they will tell others.

### If This Is Just Common Sense, Why Isn't It Common Practice?

You already *know* the importance of building what your customers want.

And you probably *know* you should be talking to your customers more.

But knowing and doing are two different things.

It's hard to do *anything* beyond keeping the core business moving forward — and talking to your customers takes time.

And time is a luxury you just don't have.

*80% of successful new product ideas come from existing customers.*

### Typical Applications

There are many situations in which 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

## *The Insight Advantage*

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#### The Insight Advantage — Helping You Get the Insight You Need

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

We have over 15 years' experience in using a wide array of data collection tools/processes that help organizations become 'customer-centric' and have expertise in integrating customer insight across functional areas, helping to create *organizational* solutions vs. *functional* solutions.

We are committed to helping our clients increase the loyalty of their customer base by getting them the information they need to ensure that their products and services meet the needs of their most profitable customers better than anyone else.

The Insight Advantage can help determine the most important areas for you to get customer insight, or meet you where you are. If you already have questions that you want answered, or customer feedback that needs to be further explored or clarified, we can help design the right mix of surveys (written, telephone, and/or web-based), interviews, usability tests, or focus groups to get the information you need. And then quickly tally and interpret the results in a way that makes it easy to make decisions based on the input you get.

This process can be done quickly and cost-effectively. You don't need to talk to a *lot* of customers — just to the *right* customers — to be able to make a notable difference in how well you meet their needs.

We can be the strong partner you need to successfully gather and translate your customers' input into your business — helping to ensure that your organization has ongoing insight into your customers' evolving needs and expectations.

Please call us at (408) 358-0700 or contact us through our website, [www.TheInsightAdvantage.com](http://www.TheInsightAdvantage.com), to get started on the road to increased product success.

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#### Contact us today:

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