

Need some extra resources?



Challenging times require fresh thinking

This booklet describes 5 ideas for support you could use to enhance the service you are providing to your clients

We can help you build your business . .

It's easier selling to existing customers than new ones: they know you, they trust you, they respect your capabilities. But sometimes there may be a need for services that are outside your comfort zone. This is where we can help your market research.

Fieldwork Assistance provides 'trade' services to consultancies and agencies of all types: management, marketing, advertising, PR, events, transport, retail . . . the list is a long one. The services we provide allow you to offer your customers something extra so you can build your business using our knowledge and resources.

And because our services are white label, all our output is produced under your own brand so enhancing your reputation with your customers.

"In both the UK and the US we observe that the highest growth firms rely heavily on building relationships with other firms, either through supply chains or through formal strategic alliances"

*High growth firms in the UK:
Lessons from an analysis of comparative performance,
Department for Business Enterprise & Regulatory Reform.*

Not one but five extra services!

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Do your clients know what they are good at?

The customer satisfaction survey is a prime opportunity to communicate with customers both at the time of launching the survey, or when feeding results back to them. It offers a prime Marcomms opportunity to generate good positive publicity about the results for your clients in both trade and national press.

Customer satisfaction surveys are an increasingly important part of business life and they can also provide insights which can revolutionise a product offering and create real competitive advantage.

A well designed survey can also highlight potentially damaging issues which can be quickly addressed thus avoiding dangerous negative coverage.

It is possible to weight product or service features which are deemed to be of especial importance and produce an overall rating for customer satisfaction which establishes a baseline for future comparisons. This then becomes comparable year on year allowing you to monitor trends and changes in customer perceptions. Periodic repetition of the customer satisfaction survey is the preferred methodology for clients producing repetitive products whereas project based companies often prefer end-of-project assessments. Those providing contractual services will find that periodic surveys can

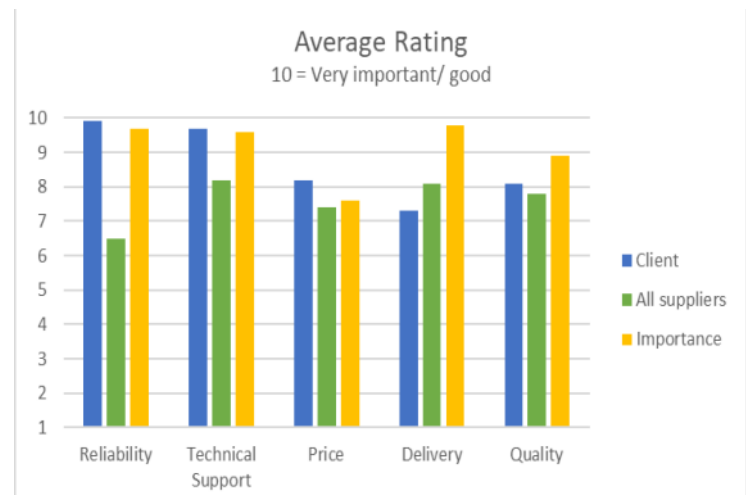
identify problems with contract reliability and nip these in the bud before they become contract threatening issues.

Current technology means many surveys can be conducted on-line, but the advantages of personal depth interviews with those special customers should never be overlooked.

Whilst it is perfectly possible for any company to organise a survey themselves using an independent third party to do so has distinct advantages:

- it increases the number of replies
- the responses are more frank and revealing
- the findings are analysed and reported without prejudice.

- Annual survey should be the minimum
- Project based clients should consider a survey at the end of each project
- Clients with long term contracts should conduct on-going research throughout the project life
- Can be conducted on-line and the data tabulated for consideration by management each month
- Opportunity for strengthening relationship with clients and regular fee earnings



What works and what doesn't

How do you really know which is the best or most effective advert or message for your clients? Good ideas can flow from the creative team, and from the client, but which is the best route to follow?

Placing a variety of messages and images in front of potential customers can provide the insight and reassurance that is needed to develop an idea and reject the rest.

Focus groups or hall tests are the most best method of testing the effectiveness of adverts, offering the opportunity for respondents to discuss with other people their response to the proposed advertising format and message.

The key benefit is being able to show copies of adverts or different versions and styles and other stimulus material which respondents can handle and discuss.

When running a focus group, making use of a viewing facility can give the creative team clear feedback on their design ideas and concepts.

Effectiveness research can be used for the whole range of printed media and for broadcast media too.

A further opportunity exists to test the impact of an advert when shown amongst other advertising, checking on respondents recall of an advert, the message contained within it and

the details of any offer or call to action.

This kind of feedback can give the confidence to proceed with the final – expensive – element of a marketing campaign, final design and space buying

- Pre-testing adverts, messages and campaigns can help to ensure maximum value for money
- Messages can be tested before being rolled-out across media options
- Users can be consulted about media choices
- Opinions of competitors can be canvassed



Where do my customers come from?

Knowing who your customers are has always been a key component of a successful business. Finding out who they are may appear troublesome, but footfall and postcode analysis surveys can provide that extra insight which can help your clients plan effective promotions and marketing campaigns.

Whilst most retail areas – town centres, shopping centres, malls – are able to provide crude total footfall statistics, it is often in the next level of detail where the devil is hidden.

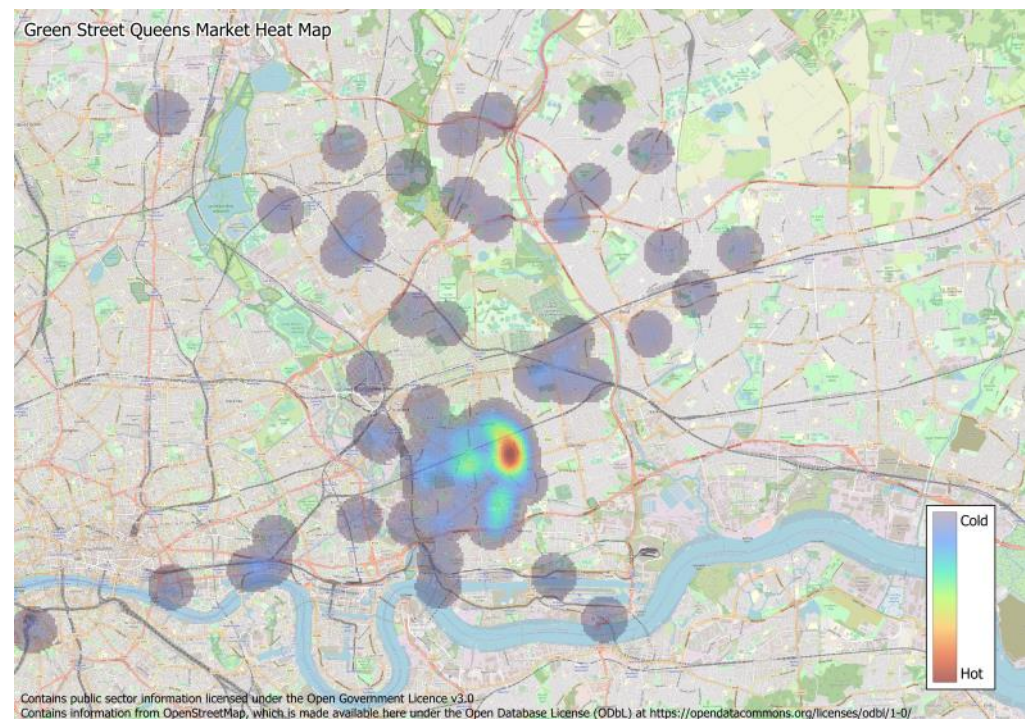
Short, sharp surveys of customers (literally 3 or 4 questions about how often they visit, travel type and overall perception) allied with a full postcode, can provide a detailed analysis of customer types and habits.

The postcode data can be matched with Acorn or Mosaic profiles to give that extra insight into current customers, and give a clear steer about who, and what areas, should be targeted for future marketing campaigns.

This information can be presented as a heat map showing the main concentrations of customers. Observational activities can add a further qualitative aspect to the data collected, monitoring traffic flows and habits to provide a picture of where customers walk, the directions they take and the crossing points they use.

This can help plan activities such as promotional stands and displays and local poster advertising. The findings can also be used to suggest the best location for a new retail outlet.

- Build for success by knowing where your shoppers are coming from and going to
- Use findings to help develop promotional campaigns
- Gain insight into shopping patterns and attitudes



Generate news for your clients

At times when business may appear ‘slow’, some carefully targeted research can provide an opportunity for you to obtain more media coverage for your clients.

A research programme which is designed with media coverage as the objective can maintain your client’s presence in the spotlight. It also offers a prime opportunity for you to demonstrate a proactive approach to your client’s business. With 24 hour news and the growth of different news platforms there is an exponential increase in demand for quality news stories.

Research topics have ranged from awareness of brands and strap lines, to opinions on specific topics facing a clients business or industry sector.

Whilst some research programmes clearly fall into the quick and dirty category, others may require a reasonable sample size to enable the magic $\pm 5\%$ tag to be included in the press release.

The focus for this type of research tends to be highly specific, concentrating on one topic rather than a wide range of issues. This keeps the interviewing costs at a manageable level, whilst producing findings which can deliver the impact required.

This type of research can be timed to

match other client activity, such as exhibitions or product launches, or simply to coincide with relevant sporting or music events.

Help and advice is available on timing, method of data collection as well as with analysis and interpretation of results.

- The number of communication platforms is both an opportunity and a threat
- Clients need to create a stream of marketing messages which are both eye catching and serve to positively build the brand across a plethora of different channels
- Original research is picked up by both conventional and digital channels

You are what you wear (or what your wife chooses)

By Daily Telegraph Reporter
19/05/2006 12:00 PM

TWELVE million men are at work this morning wearing something chosen for them by their wife or partner, a survey indicates.

Researchers concluded that two thirds of men relied on their partners to pick out ties, shirts, shoes or suits, with many blaming their own lack of confidence in the style stakes. It also emerged that half of men were physically “dressed” by their significant other this morning for things such as doing up their tie, or inserting collar stiffeners and cuff links.

The study questioned 1,000 men in full-time employment between 18 and 60 on their attitudes towards their fashion sense and confidence with their style.

It found one in six men had a helping hand for what to wear every day of the week, while the majority said clothes were laid out on at least four days. And they were most likely to receive help on a Monday morning.

A quarter said they were most likely to struggle choosing what to don for parties, while one in five struggled with choosing the right attire for meetings. It also emerged that three in 10 got told what to wear or even had clothes brought for them by their mother and one in six had his mother-in-law to thank.

A spokesman for www.stylepilot.com, the men’s clothing website that commissioned the poll, said: “Many men want to be better dressed, but lack style knowledge and confidence. Many feel like they’re stuck in a style rut and don’t know where to begin when it comes to sorting out their fashion sense.”

An example from the Daily Telegraph

Also featured on daytime ITV programme

The survey disclosed reasons for why so many men were influenced by their other half. A third said they “trust her judgment”, and one in six “gives in for an easy life”. Four in 10 women brought socks, underwear and shirts for their partner. T-shirts, jeans and jumpers also featured on their “to buy” list.

The study delved deeper into the psyche of men’s attitudes towards their style. It found a fifth reckoned their style could be improved, 12 per cent felt their lack of fashion sense held them back in life – such as at an interview – and seven per cent were embarrassed over what they were wearing as they stepped out of the house. One in six said they wore the same thing every day and did not deviate from the colour they were used to, while a quarter admitted they did not find shopping for clothes easy.

But 17 per cent said they were jealous of how their mates looked and 15 per cent ended up complimenting them on their look. Three in ten were more likely to make fun of what a friend was wearing, despite the same number saying they hated feeling judged.

and they got the client name in as well!

Surprise your clients with something they may not know

Demonstrate that extra insight into the potential client's business by researching key issues relevant to the client and to the brief received for the pitch. Conducting 'quick and dirty' research into perceptions of brands could enable your agency to stand out from the crowd.

Whilst this type of survey cannot pretend to be anything other than superficial, they can enable you to include in your presentation information which will be new to the client. This may well be the differentiator between you and your client's competitors when it comes to assessing the various pitches.

Typical 'pitch' surveys may consist of just 100 interviews – a figure which consistently gives people some assurance about the sample size (see [Sample Size Calculator - Fieldwork Assistance \(fieldwork-assistance.co.uk\)](https://www.fieldwork-assistance.co.uk/sample-size-calculator)) - and this kind of project can be turned around in as little as a week, although it's always nice to have a little longer!

The deliverables can be either raw 'top line data' or more detailed data analysis. We are always available to help with the interpretation of the results.

Experienced support is also available to help develop the short sharp questionnaire required and provide advice on the best method of interviewing.

This will depend on issues such as topic, use of stimulus materials (printed examples of logos and strap lines for example), and the timescale for delivery of results.

We have also presented findings from this type of survey as part of the agency 'team'.

- Make an impact by offering new information or a new approach
- We can partner you at new business pitches to explain the findings and methodology
- You can develop a unique strategy based on hard information



How many interviews?

Sampling is a well proven technique for gathering a statistically reliable number of opinions without interviewing everyone – a census. But how many interviews do you need?

Only one decision needs to be made here: what confidence interval will you require? The confidence interval, often known as the margin of error, is expressed as a plus or minus figure; $\pm 5\%$ is the usual preference and is often specified by local authorities and government departments.

Many sectors regard $\pm 10\%$ as adequate but care may be required in the analysis, for example where a key question receives a 58:42 split in responses you cannot be certain of the responses of the whole population. The latter requires fewer interviews to be gathered and is therefore cheaper to commission.

It surprises many to find that it is rare that a survey needs to have more than 384 interviews. Given a simple question and no quota (i.e. Gender, age etc) the opinion of all the adults in the UK can be ascertained with just 384 interviews.

Business-to-business interviewing has its own dynamics. We find, for example, that as few as 12 interviews are required to get the views of a homogenous market sector.

You can use our sample size calculator on our web site to calculate the precise number of interviews required:

[Sample Size Calculator - Fieldwork Assistance \(fieldwork-assistance.co.uk\)](http://fieldwork-assistance.co.uk/sample-size-calculator)



- Business to Business markets will need very few interviews perhaps 12
- Consumer markets many more—see chart—but not as many as most people think
- Internet technology means that even these can be surveyed at reasonable cost using a panel survey linked to our analysis software

HOW MANY INTERVIEWS?

Total population	+/-5% Confidence interval	+/-10% Confidence interval
10	10	9
100	80	49
1000	278	88
10,000	370	95
100,000	383	96
1,000,000	384	96

For an exact calculation go to:

www.fieldwork-assistance.co.uk/what-we-do/sample-size-calculator

What type of survey?

Street interviews are good for getting a reliable opinion from a group of people often with a geographic or retail usage location in common. We find them very valuable for getting opinions from residents for public consultation surveys for example. Street interviews are excellent for being able to visually identify a targeted hard to reach group.

Focus groups get the opinions of a small group in an environment where issues can be discussed. There can be drilling down and exploration of related issues but they cannot be considered statistically reliable.

Telephone survey are still a very good way of interviewing people in business – they were recently used for interviewing restaurant managers for example and are often used to carry out surveys on business confidence or the demand for training.

Panel surveys are the new kid on the block. They are a fantastic means of surveying large numbers of people very quickly but they can suffer because the panel members are self selecting and computer literate. This excludes many people of a more senior age. The line is usually drawn at age 55. There are some con-

cerns about being able to verify respondent's demographics.

In-depth interviews are unsurpassed in their ability to elicit high quality information. They are expensive and can be time consuming to organise, but can still deliver value for money.

Help is available to develop questionnaires and select the most appropriate survey type.

STRENGTHS AND WEAKNESSES OF DIFFERENT SURVEY TYPES

	<u>Quality</u> (Reliability of findings)	<u>Cost</u> (per interview)	<u>Delivery</u> (Speed of)
Street	✓	✓	✗
Phone	✓	✗	✓
Panel	?*	✓	✓
Focus group	✗	✓	✗
In-depth	✓	✗	✗

* Internet users only so may exclude older respondents

Fieldwork Assistance

Fieldwork Assistance is a specialist research company providing services to consultancies and agencies throughout the UK. We focus on data collection and have available a fieldwork force of over 1000 fully trained interviewers. All projects are managed by Market Research Society accredited directors of the company to ensure research is produced to the highest standards.

SURVEY TYPES

Street surveys
Focus groups
Telephone surveys
On-line surveys
Panel surveys
In-depth, face-to-face surveys

THE PLUMBING

Recruiting participants
Moderating
Survey design
Data entry
Tabulation
Data analysis
Reporting

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