



## Surveys & Market Research



It is not uncommon for broad assumptions to be made on the scale and readiness of a market when sales strategies or marketing plans are discussed.

Similar guesswork can occur when aspects of customer relations and quality of service are debated. Facts, however, often paint a very different picture.

CPB can help in taking away this conjecture. Our surveys and market research services gather the information you require and give an independent analysis of the results, from which you are able to make informed decisions.

A detailed, IT specific database enables us to segment markets and quickly identify the correct contacts to target for the information you require.

### Typical objectives;

- To obtain a detailed understanding of a market, a trend or opinions
- To determine product and service positioning
- To gather a competitive analysis
- To provide, and display, thought leadership

### Method

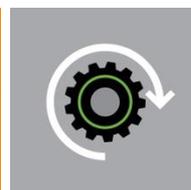
- Jointly discuss and agree the coverage and objectives of the task
- CPB then drafts a detailed project plan, together with any questionnaire required, for approval
- Information is gathered through a combination of web, email, direct mail and telephone research that is delivered by our own telemarketers. As all of our telemarketers are IT conversant, the effectiveness of any telephone interview is always maximised and the credibility of our clients maintained
- Statistical results are aggregated through a survey portal

### Reports

A full daily or weekly summary giving an outline of progress to date can be provided giving analysis and comment on results.

This will include a comprehensive range of statistical charts and graphics that, where possible, will be bespoke to a client's needs.

An Excel export will provide contact details of all respondents and participants (depending upon confidentiality criteria).



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