

## CUSTOMER VIEWPOINT SNAPSHOT

Does your marketing and sales team know what customers really think of your brand? In this phase we look at:

### A SNAPSHOT FROM A CUSTOMER VIEWPOINT

Ten main customer touchpoints (such as webpages, call centre, collateral) and assess them against your brand values guidelines and key messages.

We then contact a viable sample size of your customers. We ask them five questions to ascertain what they think and feel about your brand or product. For example, the questions could be:

- Is XX brand trustworthy?
- Is XX brand one you'd recommend to friends?
- Does XX brand offer products or services that makes a difference to your life
- Is XX brand a supporter of environmental sustainability?
- Is XX brand a good Australian company?

Finally we contact potential customers – those who don't use your products or services but are inside your target audience. We ask them the same 5 questions and compare the results.

What you'll get	Sample Size
<p>A document that tells you:</p> <ul style="list-style-type: none"><li>◦ A "traffic light" report that shows you how aligned each touchpoint is with brand guidelines, values and key messages</li><li>◦ How your brand is perceived by customers</li><li>◦ How that may differ from your intended brand values</li><li>◦ How intended customers view your brand</li><li>◦ Ten major actionable insights from this data</li></ul>	<p>300 targeted in line with your market demographics</p>

Contact the Stable Research Client Services team today.  
Head Office Sydney | (02) 8556 8850  
Email | [clientenquiries@stableresearch.com.au](mailto:clientenquiries@stableresearch.com.au)

Start right, end right.