

Understanding the customer decision-making process

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Understanding your customers is the secret to successful selling. Existing customers are important sources of information.

The more you know about them, the easier it can be to increase their loyalty. You can also use the information you gather to help find new customers.

Our Client is one of South Africa's leading digital messaging companies who offer a B2B product solution involving a complex buying decision process. Their customers are located across the globe but these were their key markets: South Africa, UK, Ireland and Australia. They wanted to better understand the firmographics (i.e. descriptive attributes of organisations that can be used to combine individual organisations into meaningful market segments) and determine the persons involved in this process and what role each person plays.

For example:

- How influential is each person in the company?
- Who is the user, the buyer, the influencer and the key decision maker?
- How many people are involved in the process?
- What are the most important factors influencing purchase decision-making?
- How do the customers and the process in different sales segments differ?

We conducted workshops to understand the product solution in detail and ensure that the correct questions were being asked. We designed and executed an online survey among our Client's extensive customer database. We created survey email invitations on behalf of the Client's senior management team which were distributed by the Client.

We ensured that customers who had not completed the online survey were sent a weekly email reminder to complete the survey which helped us to achieve an excellent response rate.

Thereafter we provided our Client with a detailed quantitative understanding of their customer profile across all 4 key markets, carefully highlighting regional similarities and differences. Most importantly, we provided our Client with crucial feedback on the **decision-making process** across their customer base to understand customer needs; improve communication targeting and improve the **customer service** experience.



About Insight Survey:

Insight Survey is a South African B2B market research company with almost 10 years of heritage, focusing on business-to business (B2B) market research to ensure smarter, more-profitable business decisions are made with reduced investment risk.

We offer B2B market research solutions to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal or external

environment.

Our bespoke Competitive Business Intelligence Research can help give you the edge in a global marketplace, empowering

your business to overcome industry challenges quickly and effectively, and enabling you to realise your potential and achieve your vision.

From strategic overviews of your business's competitive environment through to specific competitor profiles, our customised Competitive Intelligence Research is designed to meet your unique needs.

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