

SPECIALIZED SERVICES FOR MANUFACTURERS

Manufacturers often have highly specialized needs for customer information. Here are some examples of unique manufacturing needs and how we address them. Of course we also offer manufacturers our other research services, such as brand tracking and customer service surveys.

MONITOR QUALITY - PRODUCTS MAY REQUIRE COMPLEX ENGINEERING AND QUALITY CONTROL

We often work with Quality departments in our surveys. We measure perceived quality, perceived problems, performance metrics and customer verbatims. Our quality surveys are used for ISO, TQM and QFD including input to House of Quality, Voice of Customer, and Six Sigma programs. For more information see the Quality page at our website ([click here](#)).

MODEL TRACKING - PRODUCT LINES MAY HAVE MULTIPLE MODELS AND PERIODIC MODEL CHANGES

Using statistical sampling, survey templates, web and email surveys, and electronic reporting, we reduce the cost of ongoing model tracking. Our model tracking programs may be customized to include metrics such as quality, use application, and satisfaction.

PURCHASE PROCESS ANALYSIS - EXPENSIVE OR BUNDLED PRODUCTS MAY INVOLVE PURCHASE TEAM

To benchmark the purchase process, we interview multiple members of purchase decision teams and capture information and attitudes about the product, service and financing.

CHANNEL SURVEYS - PRODUCTS MAY HAVE MULTI-LEVEL DISTRIBUTION

We track end user attitudes about distributors, dealers or VARs as well as their attitudes about their OEMs. See our channel program at our website ([click here](#)).

NEW PRODUCT SUPPORT - PRODUCT INNOVATION IS CONTINUAL, COSTLY AND TIME-SENSITIVE

Our Tele-focus Study replaces focus groups, helping manufacturers develop and refine new product concepts quickly and cost effectively. This study uses a qualitative front-end and a quantitative follow-up. Compared with projects that have four or more traditional focus group sessions, Tele-focus Study may be much more economical.