

Market Research Survey:



Conducted on behalf of a reputable southern based printing house, to assist them benchmark against the competition and understand customer behaviour.

Summary

Our client is a large print and design house based outside the Greater London area. The Client had never conducted any benchmarking and came to Motivation to assist with this important exercise. Motivation provided a comprehensive end-to-end solution for the project from conception, planning through to execution of a voice based outbound telephone survey of consumer attitudes towards the printing industry in general.

Background

Our client has over 75 years experience within the print industry. They provide full colour printing and packaging from conventional litho through to digital print. They are looking to invest heavily in new equipment and resources and therefore required industry research to ensure that it was to be money well spent.

Brief

Motivation was briefed to carry out a consumer study in attitude and awareness of specific printing and packaging companies, and the industry in general. Additionally, the client requested that the survey to be conducted anonymously.

Solution

Working closely with the Client, Motivation carried out the following:

- *Assisted in the design of a telephone survey, consisting of twelve questions about printing & packaging companies*
- *Contacted existing, lapsed and prospective clients to obtain answers to the questions.*
- *Captured, analysed and reported the responses to the client requests*

Motivation made extensive calls as an independent research company, conducting a generalised study into the print and packaging industry. Within the survey, Motivation managed the data capture and responding comments on how the consumers viewed our client and their views on each of the range of services provided by them.

Motivation were able to obtain, document and feedback a comprehensive overview of the opinions given about our client and also comparisons against industry standards.

Managing Director

"The survey has helped our business to understand our customers' requirements more accurately and compare our business indicators against them. Motivation successfully contacted a large number of customers in a short period of time to provide us with the data to reach decisions on our future strategy. We plan to use them in other campaigns."