

## **That's Interesting – so what do we do now?**

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At ICD we know that when assessing your customers' views, it is not enough to ask them how satisfied they are with products and services. Start with what is really important to them – what they really look for when they are dealing with or buying from you. This covers both the dimensions of value and the relative and absolute importance to the customer.

The trouble with a lot of research that companies undertake is that it often doesn't really help support good decisions or provide the security to take real action. Conducting poorly constructed, badly targeted or irrelevant research is worse than not doing any at all. As a customer management consultancy, ICD really appreciates the value of customer research as a foundation for understanding the basis of business relationships that are complex and there are a number of dimensions upon which the mutual value in the relationship is founded.

Understanding customer expectations of delivery across all areas combined with understanding their priority to customers ensures that you understand what is key to manage at each touch point. Often the responses are not what you would expect and it is possible to severely under-estimate or take for granted what are perceived inside the business as "low priority factors".

ICD has developed a methodology for measuring performance against more than simple satisfaction levels. This helps you to reshape your business and service in line with your desired competitive position. This may sound complex and very expensive but it need not be as you can adjust and develop the scope over time and adapt the data collection methods using more cost-effective means e.g. phone, via your website or by post.

ICD have used this approach in several sectors and for both B2B and B2C situations. Our approach has been commended for its real added value and insight, over and above their previous research.

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