



5 TACTICS

TO EFFECTIVELY LISTEN TO AND *LEARN FROM* YOUR CUSTOMERS



1. SURVEYS



Surveys are a versatile tool for collecting quantitative feedback from a large number of customers. Well-designed surveys strategically delivered allow brands to gather ongoing feedback using specific questions about customer satisfaction, preferences, and experiences with your solutions. By analyzing survey responses and benchmarking key performance indicators (KPIs), you can identify trends, patterns, and areas for improvement throughout the buyer’s journey and beyond.

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KEEP SURVEYS CONCISE AND FOCUSED TO ENCOURAGE HIGHER RESPONSE.

2. FOCUS GROUPS

Focus groups bring together diverse groups of current and prospective customers to discuss their opinions and experiences in depth. Unlike surveys, focus groups fuel qualitative insights about customer attitudes, motivations, and emotions. Through well-facilitated discussions, you can explore topics in greater detail and uncover insights that won't emerge through other research methods. Focus groups are beneficial for exploring perceptions of your brand, gathering feedback on specific features, and assessing new product categories and concepts.



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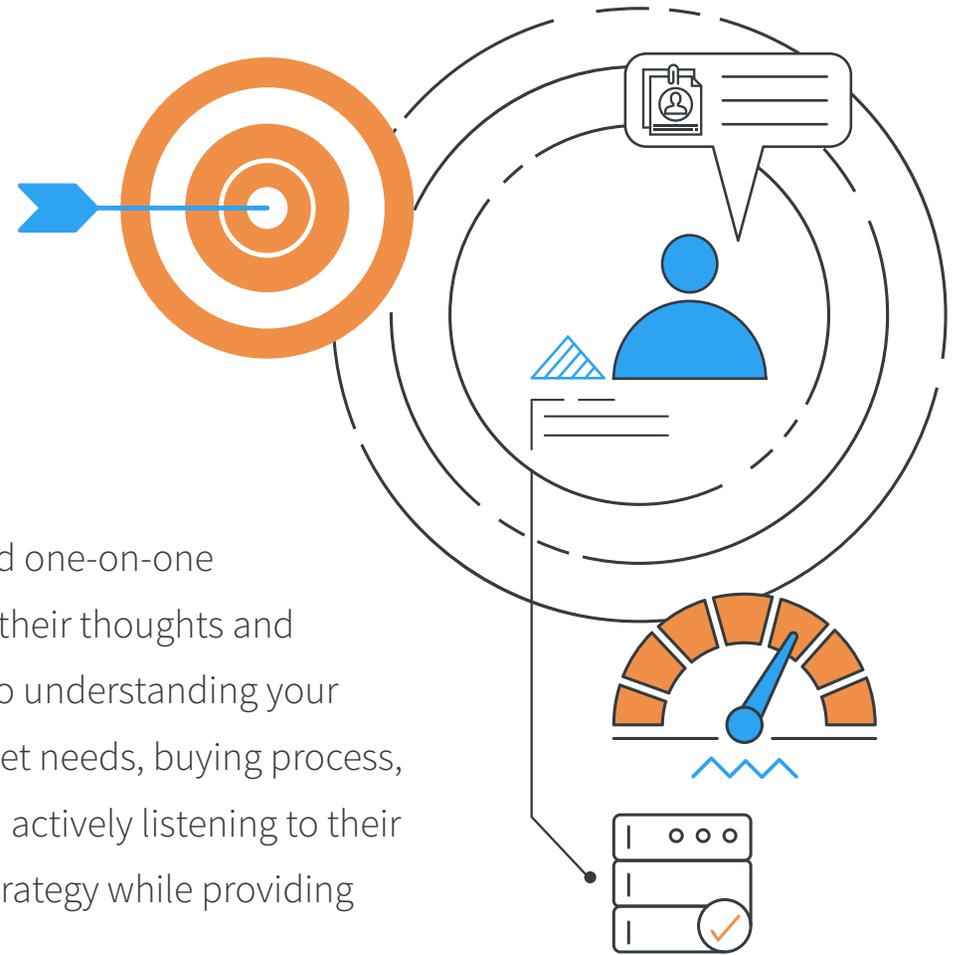


INTERACTIONS BETWEEN PARTICIPANTS ARE AS MEANINGFUL AS THE DISCUSSION GUIDE AND RESPONSES.

3.

IN-DEPTH INTERVIEWS

In-depth interviews (IDIs) harness the power of focused one-on-one conversations with individual customers to delve into their thoughts and experiences. IDIs demonstrate a strong commitment to understanding your customers and a nuanced understanding of their unmet needs, buying process, and satisfaction. By asking open-ended questions and actively listening to their feedback, you uncover valuable insights that inform strategy while providing rich, often surprising perspectives on various topics.



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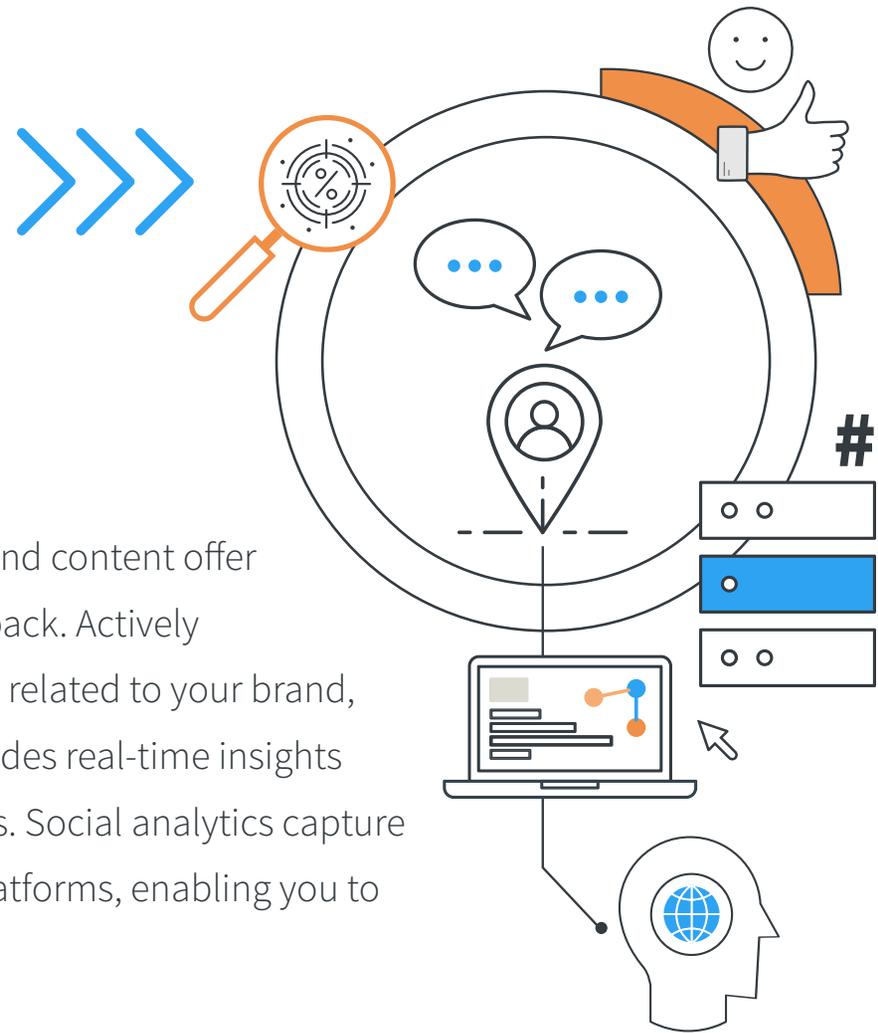


IN-DEPTH INTERVIEWS ARE POWERFUL WHEN EXPLORING COMPLEX TOPICS OR SENSITIVE ISSUES WHERE DEPTH IS THE BEST PATH TO UNDERSTANDING.

4.

SOCIAL INTELLIGENCE

Social platforms and user generated conversations and content offer a treasure trove of unsolicited, genuine market feedback. Actively monitoring conversations, comments, and mentions related to your brand, your competitors, and the customers you serve provides real-time insights into customer trends, sentiments, and demographics. Social analytics capture keywords, hashtags, and mentions across various platforms, enabling you to identify emerging issues or opportunities.



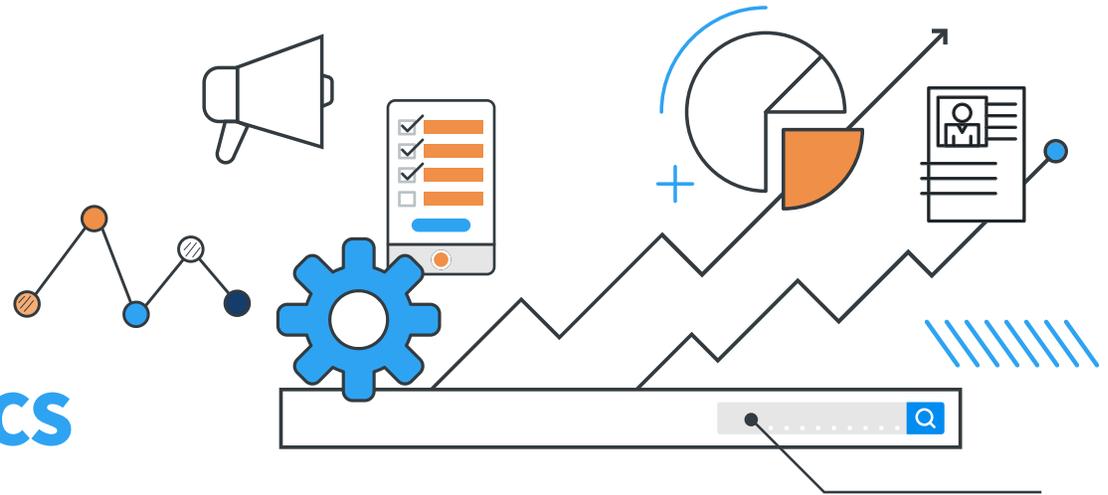
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SOCIAL INTELLIGENCE RESEARCH PROVIDES A COMPLETELY UNBIASED, UNAIDED SOURCE OF CUSTOMER ANALYTICS.

5.

ONGOING ANALYTICS



Omnibus analytics play a pivotal role in ongoing customer feedback. Developing and deploying a well-designed survey and process for onboarding customer feedback enables brand teams to gain an immediate understanding of evolving customer needs and potential pain points to help product development, sales, and client success teams pinpoint solution success and areas for improvement. Feedback gathered and shared regularly helps provide context and meaning to data-driven business intelligence. Participating in omnibus surveys is a cost-effective and efficient way to collect information on diverse topics.



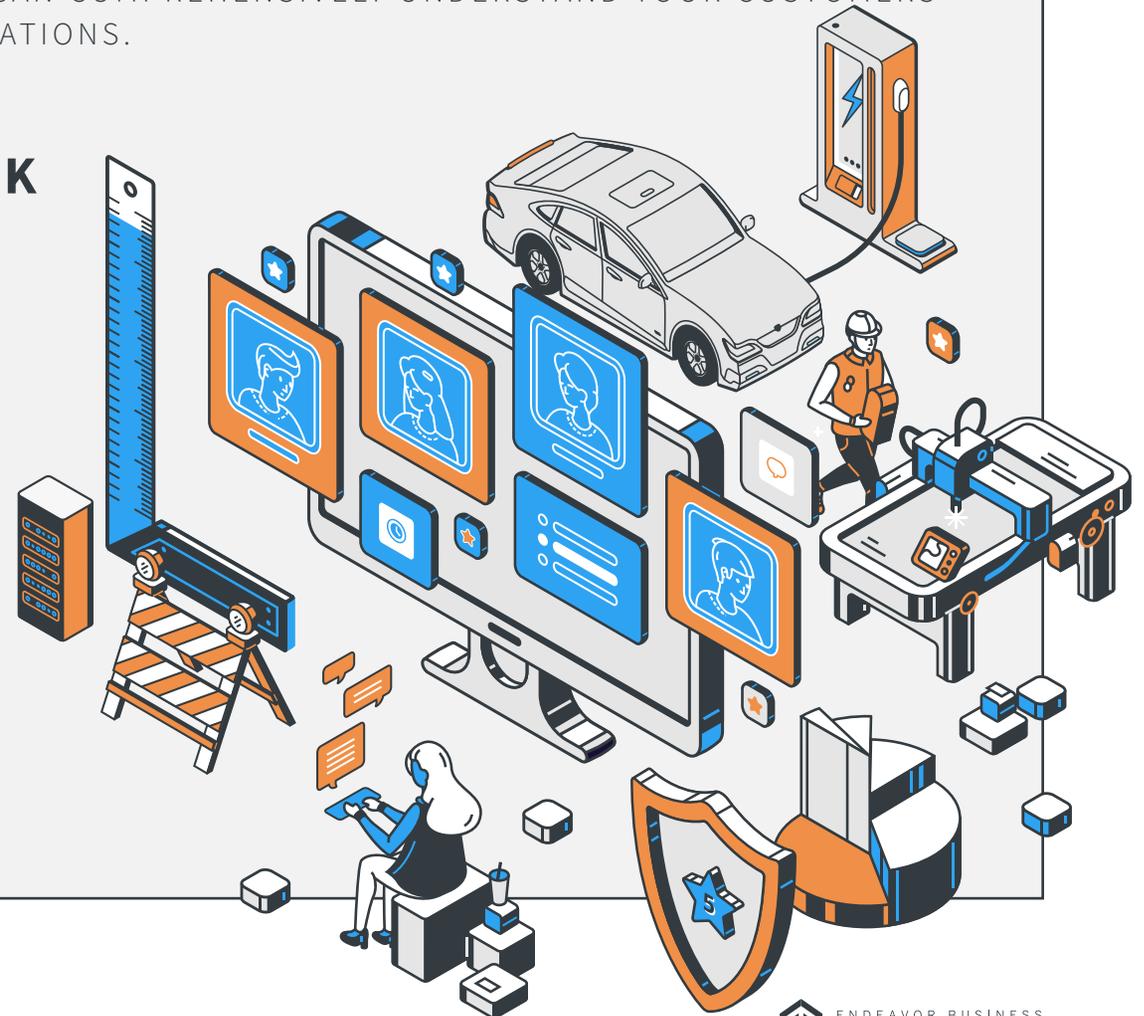
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MONTHLY AND QUARTERLY CUSTOMER FEEDBACK ALLOWS FOR IMMEDIATE FEEDBACK AND ANSWERS TO QUESTIONS THAT MIGHT TAKE MONTHS TO ASSESS.

LISTENING TO AND LEARNING FROM YOUR CUSTOMERS IS ESSENTIAL FOR DRIVING BUSINESS GROWTH AND FOSTERING CUSTOMER LOYALTY. BY EMPLOYING RESEARCH TACTICS SUCH AS SURVEYS, FOCUS GROUPS, IN-DEPTH INTERVIEWS, SOCIAL MEDIA MONITORING, AND CONVERSATIONAL ANALYTICS, YOU CAN COMPREHENSIVELY UNDERSTAND YOUR CUSTOMERS' NEEDS, PREFERENCES, AND EXPECTATIONS.

BY INCORPORATING CUSTOMER FEEDBACK INTO YOUR DECISION-MAKING PROCESSES, YOU CAN CONTINUOUSLY IMPROVE YOUR PRODUCTS, SERVICES, AND OVERALL CUSTOMER EXPERIENCE.



Collaborating with Endeavor Business Intelligence (EBI) on research projects offers many benefits. With extensive expertise and resources, Endeavor Business Intelligence brings a unique perspective and valuable insights to the table, enriching the research process and enhancing the quality of outcomes. Whether it's leveraging data analytics tools, accessing their vast network of multi-industry contacts, or tapping into their **150+ years of specialized**

knowledge, partnering with Endeavor Business Intelligence provides marketers with **unparalleled support and capabilities**. **Through collaborative research initiatives, Endeavor Business Intelligence empowers customers to make informed decisions, innovate confidently, and stay ahead in today's dynamic marketplace.**

