



Satisfy Your Customers' Needs

Objective Third Party Customer Feedback

Like many businesses, you probably feel that you already keep in close contact with your customers and they tell you what they think about your products and services. But what about the things that they don't tell you directly which could present your competitors with an opportunity?

Using a third party to gather objective, confidential feedback can not only enhance your image, it can help you stay ahead of the market, retain customers and even increase sales.

In-Depth Interviews: Telephone Or Face To Face

Where 1 to1, qualitative feedback is required, Freelance Marketing can interview senior business executives to gauge true opinions on customer service or to gain insights into purchasing criteria.

Consumer interviews can help gain insights into gaps in the market or assist with developing new products.

Here are a few examples of how businesses have benefited from objective feedback:

Client: York St John College, assessment of impact of college initiatives

"Freelance Marketing did an excellent piece of work for us. The report was easy to read and highlighted, in a very practical way, the areas that will help us connect even more effectively with businesses and the community"

Client: Yorwaste Ltd, recycling market opportunities

"Freelance Marketing assessed market potential for a range of recycling products, obtaining first hand feedback from customers. Not only did this inform marketing planning but we were able to translate the leads generated into real business opportunities".

Client: Multi Surface Fabrications Ltd, kitchen market leads

"Freelance Marketing interviewed decision makers within the kitchen industry to understand the critical issues in their selection of products. This is a highly competitive market where close customer contact is essential. The feedback has proved influential in helping us develop a strategy for future business development."

Your Outsourced Marketing Department

- ▣ Market Research**
- ▣ Strategic Marketing Planning**
- ▣ Marketing Communications**

If you would like to discuss how Freelance Marketing can help you “Satisfy Your Customers’ Needs” please contact:

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