

CGA's approach to Customer Insight is different.

We seek to understand what causes customers to behave the way they do so that we can influence this behaviour to drive sales and loyalty.

We use quantitative research to scale the importance of customer issues and qualitative research to really get under the skin of why they think and behave the way they do. Typically we employ semi-structured, open-ended interviews in our qualitative work. This approach involves asking questions whose content and sequence are not fully fixed in advance.

This open-ended method encourages respondents to answer in their own words and aids understanding of spontaneous needs. In our experience, this method can uncover 'mission' insight beyond the functional needs of customers, and into more emotive areas. For example, shoppers can engage with brands as much as a source of comfort, refuge, companionship and trusted guide. Our approach seeks to uncover both emotional and functional customer missions, to enable brands to build a sustainable bond with their customers.

Video analysis

We also find that body language and group dynamics can play a key role in shopper insight. This powerful data can be lost from focus groups when a simple transcript is used to review output. CGA provides an option to create digital video recordings, using high-quality technology to achieve TV documentary-standard recordings.

Example benefits of this analysis include:

- How shoppers emphasise certain views with body and voice language
- Facial expressions reacting to products, catalogues, images
- Hands-on handling of brochure-browsing, product testing and more
- Visual dynamics of how groups influence each other

Video analysis is delivered as a "highlights" DVD, providing edits on specific themes. These have proved invaluable for clients seeking a training & communication tool for head office staff and field sales forces that focuses on the customer

Best Practice Benchmarking

CGA believes that there is much to be learnt from benchmarking a company against best practice practitioners from other industries. A catalogue shopping company might, for example, benchmark themselves against a Satellite Shopping Channel to see whether there are any learnings from the way that presenters engage the viewer and build expectation and appeal before the sales process starts.

