

# Customer Commitment Research

“A deep understanding of customers is the only sound basis for developing marketing strategy for discontinuous innovations”

Gerald Zaltman

*How Customers Think – Essential Insights into the Mind of the Market*

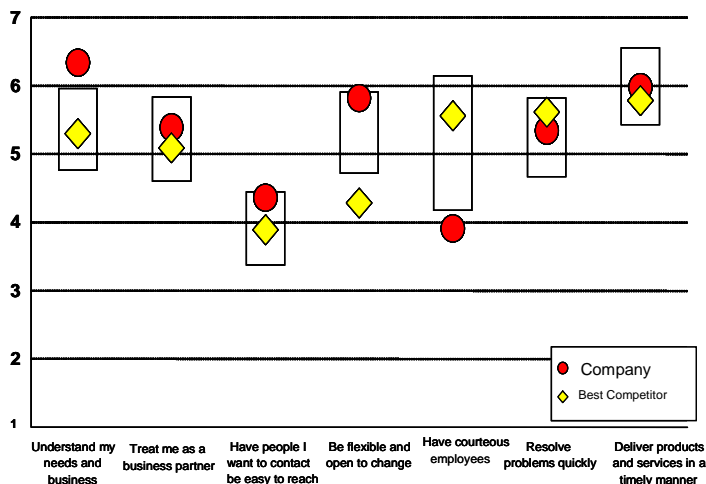
Clearly, for companies to achieve *breakthrough* value, they must begin by understanding what would constitute a new level of value delivery from their most loyal customers. Both the rationale and emotional needs of customers must be identified, understood and characterized in a way that makes it clear what actions need to be taken to achieve a wide moat between you and your competitors.

SPCI’s Customer Commitment Research applies proven qualitative and quantitative methods to understand both the conscious and the unconscious mind of your target customer. We identify both the key attributes that represent those critical expectations that must be met to earn their loyalty, as well as the less obvious, subtle and often unconscious ‘sacrifices’ that customers’ make that represent the opportunity for market leadership.

Imagine, your entire organization aligned around a common value proposition based on a profound understanding of the value customers really care about.

$$\text{Value} = \frac{\text{Results Produced for the Customer} + \text{Process Quality}}{\text{Cost(Price)} + \text{Customer Access Costs}}$$

We begin by understanding the Value Drivers of your most important customer segments and determine how your organization is performing relative to your best competitors on those things that customers say really count. But we go beyond that, to learn about what emotional needs of your target customers are going unnoticed by you and your competitors to determine what could constitute breakthrough value in their experience with your organization.



A qualitative focus group process provides a rich set of drivers to test with a larger group of customers to identify the most significant antecedents of customer commitment. Using metaphor elicitation techniques, specific themes are uncovered that represent the emotional, unmet or latent needs of target customers. Quantitative research ensures that focus group findings are validated based on a reliable sample of target customers.

This combination of statistically significant value drivers, along with the thematic analysis provides organizations with essential data to identify breakthrough opportunities. As a result, there is a powerful opportunity to achieve strong alignment across functional teams.

SPCI’s Customer Commitment Research provides the following outcomes:

- Identification of the key drivers of customer loyalty and the client’s performance relative to competition
- Identification of ‘hidden’ customer dissatisfiers with the current customer experience
- Determination of the key themes associated with satisfying the emotional needs of customers

Please contact us for more information:

The Service Profit Chain Institute  
6 Edgar Walker Ct  
Hingham, MA 02043

Phone: 877-777-0455  
Fax: 781-749-6855  
Email: infor@serviceprofitchain.com